

## STRATEGY

Boards, senior managers and business owners are the senior executive team that carry the responsibility of guiding the strategy for their organisation. Strategy includes Market analysis, segmentation, Marketing and communications plans. The best results come with external facilitation from someone skilled in facilitating discussions, guiding and extracting the discovery of organisational goals.

Ron Browne, Managing Consultant at Extrapreneur Services adds invaluable external expertise, insight and knowledge gained over a wide spectrum of industries in a career spanning more than 40 years in business, through facilitating a strategic planning day.

*"The benefit of the plan is in the planning"* is my favourite personal quote, as it explains why you should plan. Benjamin Franklin is quoted as saying *"If you fail to prepare, you are preparing to fail"*, which is another great motivator for organisations to plan.

### Strategic Planning Facilitation Day

Your day will commence at 9.00 am and finish by 5.00 pm and include:

- ◆ Define or review vision, mission and values
- ◆ SWOT analysis and market statistics
- ◆ Competitive analysis
- ◆ Identifying key strategic objectives and prioritising
- ◆ Agreeing the core of your strategic plan

At the completion of the day you will have the core of your strategic plan, a prioritised list of strategic objectives, a template in which to write your document and additional research to do to fine tune your strategic plan. The resulting plan, with a rolling three (3) to five (5) year purview, will give your business focus on the future and a framework for quarterly reviews and annual updates.

