

Strategic Planning Process Overview

A Three-Part Model for Discovering, Designing, and Delivering a New Strategy

with Gavin Adams

Turning information into application is the secret to success. Of course, the inverse is true, as well. An inability to turn information into application is the fastest path to failure. In your organization or business, “information” presents in various forms, such as market changes, community tastes changes, product development, new competition, or new technology. Rarely is information only informative. As a leader, it’s our responsibility to do something with what we learn. This is where we integrate strategy.

YOUR STRATEGIC PLANNING GOAL

The goal of any strategic plan should be implementation, not information. Anyone can create a plan. Planning isn’t all that difficult. It’s the doing of the planning that creates our trouble.

YOUR STRATEGIC PLANNING PROCESS

Effective and actionable strategic plans develop through a three-step process:

1. Discover the Reality
2. Design the Strategy
3. Deliver the Solution

Discover the Reality

We discover our reality by defining our what, who, and where. Use the following questions as your guide:

1. What are we trying to do?
2. What makes us, us?
3. What business are we in?
4. What competition do we face?
5. Where are we today?
6. What is our greatest opportunity?
7. What significant obstacles are present?
8. Are we working from any underlying assumptions?

Design the Strategy

Our strategic plan serves as our leadership guide to move our organization from where we are to where we could and should be. Do this by defining your desired destination, tactics and steps, and your metrics to monitor progress and success.

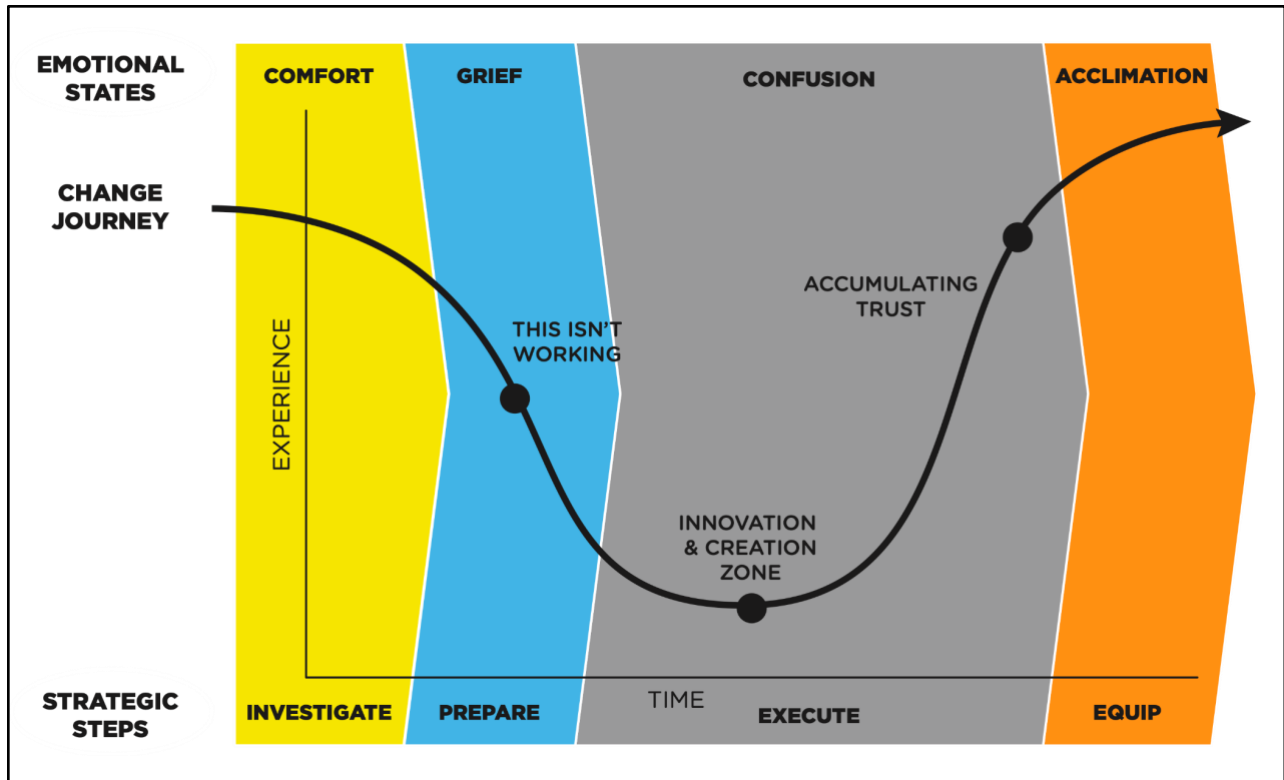
1. What must be true in a year?
2. What opportunities will help us arrive?
3. What obstacles must be mitigated?
4. How do we ensure what's working remains working?
5. How does what's not working, missing, and confusing affect our destination effort?
6. Beginning with the end in mind, what specific steps must be taken to implement our new strategy?
7. How will each person and department participate?
8. Who is responsible for what?
9. When will tasks be completed?
10. How and when will this plan be communicated?
11. What metrics will help us track progress?
12. If we engage in these initiatives, what will change?

Deliver the Solution

Applying new strategies means changing our methods, and this is where we experience our greatest challenges. Change is challenging because it can disturb and disrupt every process and person. To implement any new strategy that changes an old method, leaders must understand how to manage the process of change while leading people through change.

To lead people through change, ask these critical questions individuals move from comfort to grief to confusion and eventually to acclimation.

1. Comfort Question: How is the current state of organizational comfort working against what you are working for?
2. Grief Question: Who is losing what?
3. Confusion Question: How will you provide psychological safety for people to accept confusion of a pending change?
4. Acclimation Question: How can you reward the norms and behaviors you want repeated?



QUESTIONS?

Contact Gavin Adams:

churchacceleratorcommunity.com or gavin@gavinadams.com