

Strategic Planning

Why a visual Strategic Road Map?

Traditionally business plans and strategic plans are detailed written reports. In reality these reports merely 'exist' and are not actively directing the company in their day-to-day operations. A visual Strategic Road Map triggers the mind to create a visual picture of the business objectives with directions on how to get there. Simultaneously, it becomes a communication tool which shares the business' vision with stakeholders, investors, and employees.



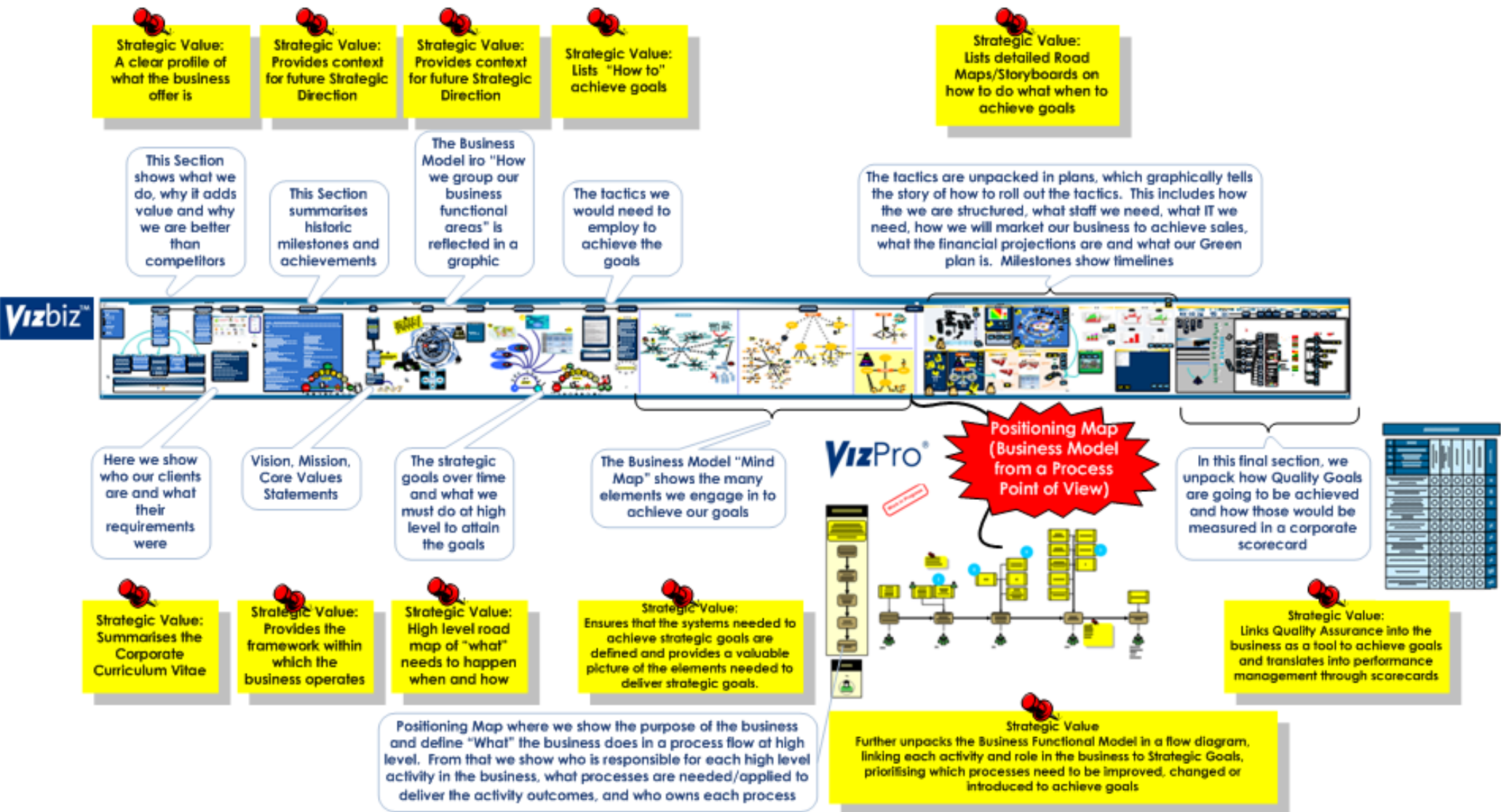
Facilitation of a Strategic Work Session

A session dedicated to develop your Strategic Objectives enables the management team to discuss, challenge, question, share and agree upon the preferred organisational direction. Our methodologies VizPro® and VizBiz™ are used to develop your Road Map by colouring the picture which is shaped by your Strategic Goals. This Road Map is developed real-time in the work session keeping the participants aligned and involved. After the session, the Road Map remains an active document to inform employees, investors, stakeholders, and to keep management committed to the agreed direction. The Road Map initiates the business process roll-out so that all processes are aligned to the Strategic Goals. In separate work sessions the Business Processes are designed or reviewed for optimal fit to achieve the Strategic Objectives.



Pétanque Business Specialists

The layout



Building a road map to achieve strategic goals



Your benefits:

- ✓ Graphical representation of your strategy;
- ✓ Reflects the tactics and how they are linked to each strategy;
- ✓ Effective setting of priorities because the big picture is clear;
- ✓ Owner and large group participation of key knowledge;
- ✓ Carefully selected participants ensure optimal outcomes at all phases of development and roll-out;
- ✓ Instant understanding through visuals;
- ✓ Effective management to avoid fixation on tactical issues;
- ✓ Ease of communication as to who fits where into the business and why their roles are important;
- ✓ Effective management tool that is easy to update.

Included in the road map:

- ✓ Company Profile
- ✓ Company Background
- ✓ Company Vision, Mission and Value Statements
- ✓ Business Model
- ✓ Strategic Goals and Tactical Plan
- ✓ Operational Plan Mind Map
- ✓ Roll out: requirements, milestones, timelines
- ✓ Corporate Scorecard



Further details:

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