



STRATEGY IS NOT THE CONSEQUENCE OF PLANNING, BUT THE OPPOSITE: IT'S THE STARTING POINT. HENRY MINTZBERG

# THE OUTCOME - Your one page strategic business plan.

# **PURPOSE**

#### THE REASON FOR BEING

The reason your business exists.

# **VISION**

## THE ENVISIONED FUTURE STATE OF SUCCESS

A vivid description of the business you wish to become.

# **MOONSHOT**

## THE MAIN THING

A big, 10 year 'stretch' goal that is clearly understood and 'owned' which will, if realised, make your business legendary.

# CRITICAL NUMBERS

#### **KEEPING THE MAIN THING IN FOCUS**

The 2-3 measures which provide priority and clarity to the entire team in order to achieve the Moonshot (the main thing).

# **VALUES**

## THE RULES OF ENGAGEMENT

The guiding principles your business lives by and which enable powerful decision making.

# **3 YEAR WINNING MOVES**

# **12 MONTH PRIORITIES**

# **QUARTERLY ACTION PLAN**

# 3-year, 12-month and Quarterly implementation goals which are:

- Practical steps towards your vision and Moonshot
- Consistently true to your purpose
- Guided by your core values
- Reviewed and reset regularly
- Designed to create engagement, alignment and focus

# **SWOTT**

# **STRENGTHS**

- The things your business does well
- Competitive advantages
- Internal competencies
- Tangible assets

# **WEAKNESSES**

- The things your business lacks
- Resource limitations
- The things the competition does better than you

# **OPPORTUNITIES**

- Under-served markets
- Emerging demand for your products or services
- Positive media, branding or reputation opportunities

# **THREATS**

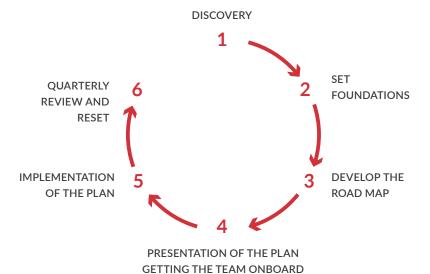
- Emerging competition
- Changing regulatory environment
- Changing customer attitudes towards your business

# **TRENDS**

- Observations of the market
- Trends, changes and predictions of the future
- Technology or advancements affecting the market
- Market demand stage growth, steady or decline

# THE SIX STEP STRATEGIC PLANNING PROCESS

# CLIENTS WE HAVE WORKED WITH

















# FOCUS HR TOOK OUR STRATEGIC PLANNING TO A WHOLE NEW LEVEL

"Our management team were very happy with the services Focus HR provided, and we found the planning stages particularly useful. The team were flexible and able to meet the specific requirements and needs of our organisation.

It took our strategic planning to a whole new, unexpected level and what was achieved was outstanding.

We are looking forward to the next stage in our strategic process and to the future for Hope Horizons!"

Kate Beyer, President, Hope Horizons Inc



We would love to chat to you about how this program can transform your business through winning people, culture and teams.

Contact us for an obligation-free chat today.

Phone 07 4765 3456 www.focushr.com.au

