



**ON STRATEGY**<sup>®</sup>

the business of tomorrow,  
today.

“The best way to  
predict the future is  
to create it.”

*(Peter Drucker)*

# STR

## Strategic Planning

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# STR | Strategic Planning

The development of a strategy is the most critical factor in the long term success of an organization.

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Only 45% of the organizations are satisfied with their **planning processes.**  
**Are you?**

Creating a Budget is not the same as planning a strategy.



## The challenge

At some point in time, it is necessary to reflect to assess, evaluate, confirm or adjust the strategic direction of the organization. A strategy posture requires prioritization. Failure to prioritize the value creation initiatives from the initiatives which maintain value will impact the organization's long term prospects. These assessments are not always reflected in the planning process. They are taken into consideration in the definition of the vision, but they fail to find their way into the execution.

## The solution

Dedicate quality time to discuss with your team and question and reflect on the direction of the organization. Creating a budget is not the same as planning a strategy. Budgets are more an extension of the past than a tool to meet future opportunities. Challenge the current capacities and devise a vision for your future. Focus on better understanding your customers and the market drivers instead of your competitors. Contact us, we know how to do it.

# STR



## STR Process

### 1 Organizational Vision

Developing a vision for the end state of the organization is the first step to start a transformational process. The most important questions to drive the transformation are performed at this stage of the process questioning the offers, market segments and industries.

### 2 Strategic Projection

The next step is to move from the concept to the reality of the numbers. Assess the plan in the context of the financial, commercial, operational and structural projections. Simulate scenarios to test your long range strategic plan and its annual results.

### 3 Market Conditions

The environment, the markets, the industry, the client and the organization, do they support the projections? Of the potential scenarios, which ones are the available capacities and which ones are the capacities to be developed?

### 4 Development of a Plan

Time to be selective. Of all of the viable paths, where to compete?, with what value proposition?, what immediate changes must I drive?, which ones will be the first investments? Define the strategic pillars of the organization.

### 5 First Steps

Prepare an «instrategy» to initiate the change. The next steps to ensure a successful execution of the strategy are to communicate the vision, define roles and responsibilities, assign a process owner and translate the strategy into an execution model.

I want a consultant [Click Here](#)

## STR Deliverables

- Organizational Vision.
- Value Proposition.
- Financial Projections.
- Strategic Drivers.
- Implementation Road Map.

## STR Benefits

- Formalize a planning methodology.
- Increase the executive consensus.
- Create inorganic value.
- Clarify the value proposition.
- Link strategy and execution.

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ON STRATEGY mission is to help  
our clients to build **strategy  
execution best in class practices**  
to develop sustainable advantages  
and enable business growth.

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