

Strategic Planning Case Study 1

Go from busy work to work that creates true profitable growth

CEO's Challenge

- Everyone working long, hard hours
- Company simply going where the growing volume of work took it
- Too many well-intentioned tactical initiatives burying line and field management in low value tasks
- Capacity was stretched and profitability in decline

Background

- Company had a strong balance sheet
- Sales were growing
- Talented management team

Strategic Planning Team Focus

- Created a clear vision and strategic direction for the company
- Focused on three key strategies (no more!) that will drive profitable growth
- Redeployed talent and capital to work that creates the most value

Strategic Planning Results (One Year Later)

- Management team focused on where it chose the company to go, together with the strategies developed to get there
- Unnecessary work and processes reduced or eliminated
- Talent and capital deployed strategically to create profitable growth