

STRATEGIC PLANNING

Where are you, where do
you want to go and how
do you get there?

***“Considering how hard I work,
I’m not making enough money.”***

***“I don’t get enough time with
my family.”***

***“Employees are not as diligent
as I am and they avoid
responsibility.”***

***“My time is taken up with
everyone else’s problems.”***

***“I get bogged down in details
and administration.”***

***“I don’t know how I will get out
of the business.”***

DO ANY OF THESE SOUND FAMILIAR?

The biggest single mistake that business owners make is their failure to plan and establish clear objectives.

Informed Alliance helps business owners overcome these issues through a detailed and holistic review of the business which leads to the creation of a strategic plan.





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STARTING POINT FOR A STRATEGIC PLAN

- 1 Where am I now?
- 2 Where do I want to be?
- 3 How am I going to get there?

And a further question that will need to be asked:

- 4 How will I know when I get there?



WHERE AM I NOW QUESTIONS

Strengths of you and your business:

What do we do well?

What makes us special?

Where and how do I beat my competitors?



Weaknesses in your business:

What are we really poor at?

What resources do we lack?

Where are we at a competitive disadvantage?

*Is my
marketing
strategy fit
for purpose
in the current
climate?*

*Do we have
the right team
and people to
achieve our
objectives?*

*Is the business
running as
effectively as
it needs to?*



WHAT ARE THE OBSTACLES TO GROWTH?

List those internal to your business:

- 1-----
- 2-----
- 3-----
- 4-----

List those external to your business:

- 1-----
- 2-----
- 3-----
- 4-----

**HOW
AM I GOING
TO GET THERE**



Through conducting a holistic review of your business and preparing a detailed strategic plan which will cover:



Personal and business hopes and aspirations



Vision and strategic direction of the business



Organisational structure



Marketing and sales



Pricing



Financial structure and reporting systems



People development



Systemisation



IT and e-commerce



Profit and cash flow



Succession, retirement or exit

HOW CAN INFORMED ALLIANCE HELP?

Informed Alliance has been designed to identify any deficiencies in your business by asking you a series of detailed questions on the following areas:

- **Business overview**
- **Marketing**
- **Staffing**
- **Operations**
- **Financials**
- **Legal issues**

The information gathered from each module will help identify any areas of weakness in your business and promote opportunities for further growth through a strategic plan prepared specifically for your business.

Informed Alliance is designed to assist growing small and medium-sized enterprises to realise their potential.

HOW WILL I KNOW WHEN I GET THERE?

This is based on:-

1

Reviewing budgets and forecasts

2

Monitoring the action plans with milestones

3

Adapting the plan to reflect any changes in circumstances

HOW CAN I TELL IF INFORMED ALLIANCE IS RIGHT FOR ME?

Ring a member of the Informed Alliance team on **01392 210700** or complete a free Growth Potential report by downloading it at our website - **www.stephens-scown.co.uk**.

Receive a free Growth Potential report based on your assessment.

Receive a 1 hour free Business Growth Potential meeting with an advisor from the Informed Alliance team to talk through your Growth Potential report.



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