



## **Steps to Developing Your Strategic Plan**

**1<sup>st</sup> Step: Introduce the Strategic Plan process; discuss 30-second ‘elevator speech;’ discuss Benchmarks and Tracking concepts.**

**Assignment 1: Read pages 21-22, 25-27 and 43-44 from What’s Your Phrase that Pays? Develop and *write down* your 30-second elevator speech, e-mail it to me and memorize it. Each week, for the next 10 weeks, do the most important 1) marketing activity; 2) sales activity; and 3) internal activity; to grow your business. Discuss marketing, sales and networking. Measure results of all activities via benchmarking and tracking.**

**2<sup>nd</sup> Step: Review results of first assignment; discuss the Vision and Value Statement**

**Assignment 2: Read pages 15-18 and 35-36 from ‘Phrase.’ Continue to practice your 30-second elevator speech; develop and write down your Vision and Value Statements; do the most important marketing, sales and internal activity to grow your business. Measure results via tracking; determine when to bring employees and stakeholders into the process.**

**3<sup>rd</sup> Step: Review results of assignment #2; discuss the Positioning Strategy Concept**

**Assignment 3: Read pages 42, 45-46 and 51 from ‘Phrase.’ Advise each sales rep to start or join a networking or complementary marketing group. Present 30-second elevator speech at every opportunity; revise statements as required. Develop and write down your Positioning Strategy; do the most important marketing, sales and internal activity to grow your business and track results.**

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## **STEPS TO DEVELOPING YOUR STRATEGIC PLAN, CONTINUED**

### **4<sup>th</sup> Step: Review results of assignment #3; discuss SWOT and Situation Analysis**

**Assignment 4: Read pages 47, 50 (& 105-112) and 68-69 from 'Phrase.' Present 30-second elevator speech at every opportunity; revise statements; develop and write down your SWOT analysis and start working on the Situation Analysis. Do the most important marketing, sales and internal activity to grow your business and track the results.**

### **5<sup>th</sup> Step: Review results of Assignment #4; discuss Mission Statement**

**Assignment 5: Read pages 28-29 and 30-32 from 'Phrase.' Present 30-second elevator speech at every opportunity; revise all statements; develop and write down your Mission Statement; continue working on Situation Analysis. Do the most important marketing, sales and internal activity to grow your business and track the results.**

### **6<sup>th</sup> Step: Review results of assignment #5; discuss Critical Success Factors (CSF)**

**Assignment 6: Read pages 76-79 from 'Phrase.' Present 30-second elevator speech at every opportunity; revise all statements including Positioning Strategy, SWOT and SA; write down the Critical Success Factors (3-5) and prioritize. It's time to bring your employees into the process if they are not already involved. Brainstorm all possible solutions to CSF's; do most important marketing, sales and internal activity and track the results.**

### **7<sup>th</sup> Step: Review results of assignment #6; discuss Goals**

**Assignment 7: Read pages 59-61 and 83-84 from 'Phrase.' Present 30-second elevator speech at every opportunity; revise all statements, Positioning Strategy, SWOT. Complete SA; develop and write down your Goals-they must be Smart, Measurable, Attainable, Realistic, and include a Target date. Identify positive results when achieved, negative results if not achieved, obstacles to achieving and all possible ways to achieve each goal. Do the most important marketing, sales and internal activity and track the results.**

## **STEPS TO DEVELOPING YOUR STRATEGIC PLAN, CONTINUED**

**8<sup>th</sup> Step: Review results of assignment #7. Discuss development of Strategic Plan to date. Are we on track? Do we need to make any changes or adjustments?**

**Assignment 8: Read pages 37-41 from 'Phrase.' Continue with presentation of 30-second elevator speech; revise all statements, Positioning Strategy, SWOT, and SA. Commit to your goals if you have not done so. Involve appropriate stakeholders in the process if they are not already involved. Do the most important marketing, sales and internal activity and track the results.**

**9<sup>th</sup> Step: Review results of assignment #8; discuss Action Plan**

**Assignment 9: Read pages 48-49, 55 and 115 from 'Phrase.' Present 30-second elevator speech at every opportunity; revise all statements, Positioning Strategy, SWOT and SA; review CFS's and Goals. Create your Action Plan for each department; benchmark and track the results. Do the most important marketing, sales and internal activity and Track. Have your people joined/started a networking group or a complementary marketing group?**

**10<sup>th</sup> Step: Review results of assignment #9; discuss Financial Assessment**

**Assignment 10: Read pages 97-99 and 100-102 from 'Phrase.' Present 30-second elevator speech at every opportunity; make final revision to all statements, Positioning Strategy, SWOT, Goals, Critical Success Factors, and Action Plan. Determine if implementing the Strategic Plan, as it has been developed, makes financial sense and if not, refine the Strategic Plan. Implement the Action Plan for each department and track the results.**

**Final: Set a date with Mark to review your the results of all Actions taken to date, and to discuss your plans for the next Actions to be taken.**