



ADVANCED SYSTEMS

The Learning & Process Specialist

Connecting Passion & Purpose to **DOUBLE** Performance in **Real Time**
Strategic Planning is What Catapults Successful Companies

Committing Who Does What by When Quickly **Doubles** Performance

In the book *it's not the BIG that eat the SMALL...it's the FAST that eat the SLOW*, the authors' research suggested that most executives spend less than 3% of their time or 15 minutes of their day thinking and planning for the future. Yet, the future determines the viability and growth for any business.

By developing a **strategic plan** where specific implementation steps have been clearly defined, allows business owners to be more proactive by creating the future that they desired instead of reacting to yesterday's and today's challenges. *They know work on their business instead of in their business.*

Also as authors Linda Martin and David Mutchler noted in their book *Fail-Safe Leadership*, strategic planning creates not only a systematic plan of action, but also helps to distinguish between leadership and management.

Why should you have a strategic plan?

Answer: Because if you don't, you are on someone else's plan – usually your competitors!

Begin with a Proven, Principled Process

Our **strategic planning** is a systematic and structured principled process. This proven process incorporates 4 key principles: beliefs, attitude development; interpersonal skills necessary for personal and organizational growth; and measurable goal achievement.

Four Critical Principles Deliver Results

Beliefs: Beliefs are the key.

Attitude Development: Attitudes are the lock to sustainable behavior change.

Interpersonal Skills: Effective strategic planning involves not only the individual, but others. The continuous application of interpersonal skills is critical to the successful implementation of the strategic plan.

Goal Setting: Consistent goal achievement is the vehicle that allows successful leaders to provide organizational direction and to accomplish stated objectives.

The Secret ~ Powerful Paradigm Shift

(B) → **A + S + K + mG = PBC ∴ IP**

Beliefs **drive** Attitudes+Skills+Knowledge + measurable Goals = Positive Behavior Change therefore Improved Performance

The Process

- Vision and Vision Statement
- Values and Value Statement
- External Assessments
- Internal Appraisal
- Mission and Mission Statement
- Critical Success Factors
- Organizational Goals
- Implementation ~ Who Does What By When

The Results

- Strategic direction is defined
- Alignment improves decision making
- Aligned marketing & sales plans
- Greater profitability & market share
- Increased market share
- Easier decision making
- Assumptions challenged
- Trends identified

The Schedule

- Weekly
- Bi-Weekly
- Weekend Retreat

"Those who are victorious plan effectively and change decisively. They are like a great river that maintains its course but adjusts its flow... they win in advance, defeating those that have already lost."
Sun Tsu

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