



MacLeod Consulting

Specializing in Strategic Planning & Business Solutions

What is a Strategic Plan?

A Strategic Plan is a management tool used to improve the performance of the organization and outlines the organization's direction and priorities and is a guideline in making decisions regarding the allocation of resources.

Why do a Strategic Plan?

This is the blueprint for change within a business or organization. It moves the organization beyond visions and general ideas to specific, understood tactical actions.

A Strategic Plan creates a success path.

Other reasons might include:

- To create a vision and mission statement of what the organization wants to be in the present and in the future
- Portray how the organization's economy, environment and people will be changed
- Ensure that everyone in the organization shares ownership for its well-being and future
- Select and agree on common goals, procedures and actions for results
- Determine the required resources and tools, including finances, personnel and outside expertise to secure results
- Define deployment schedules to ensure timely results are achieved
- Define milestones to ensure results are met and measured

What is a Strategic Plan?

Unless required by specific instructions, the plan can follow the outline of any one or combination of proven formats. The major elements of a Strategic Plan include:

- Vision Statement
- Mission Statement
- Value Proposition
- Market Positioning Branding
- Create the framework for competitive advantages
- Market Dynamics, Performance & Competitive Analysis
- SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats)
- Short Term Tactical Initiatives
- Long Term Initiatives
- Roles & Responsibilities
- Succession Planning
- Strategic Management Control Process - Accountability

STRATEGIC PLANS... explained



Strategic Planning is MacLeod Consulting's line of expertise...

Having developed plans for small businesses to large multi-billion dollar corporations, Ken MacLeod's (MacLeod Consulting) sound approach and savvy business acumen has led the way for companies of all sizes in various industries to succeed.

Today's business owner's demand results and MacLeod Consulting has a proven track record to create your business' success path.

Contact us for a no charge consultation to discuss how he can help strengthen and grow your business to the next level.

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