

Bridgeway to Success™

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**STRATEGIC
PLANNING
PRODUCES PLANS
NOT RESULTS.**

Eliminate “Strategic Planning”

Do you go through the annual exercise called “strategic planning”? The offsite retreat that produces lots of ideas, lots of flipchart notes, lots of action items ... and too little follow-up?

Eliminate strategic planning! Embrace **Strategic Management**. A 4-step process to manage your business strategically throughout the fiscal year:

- 1. Assessment** - exposing vulnerabilities to develop a compelling case for change
- 2. Positioning** - painting a concise picture of what “winning” looks like
- 3. Planning** - determining the crucial, few initiatives required to win
- 4. Implementation** - aligning processes and structure, building commitment, managing progress, and regularly recalibrating the plan

Michael Canic