



Joe McCoy

Strategic Planning

**4 Tools to
Grow & Strengthen
Your Business**

Introductions

- Name
- Company
- Biggest Challenge – 5 words or less

Course Logistics

- Take notes & ask questions
- Goals
 - Get usable ideas about strategic implementation
 - Learn some new tools & try them out this month
- Timeline
 - 7:50 – 10: 30, Class
 - Break at 9 a.m.
 - 10:30, Presentation Complete
- AFTER CLASS
 - 10:35, Company Specific Questions & Discussions

Course

- Strategic planning drives improvements
- Common strategic planning pitfalls
- Increase revenue, reduce cost, and reduce stress from uncertainty
- 4 tools to grow & strengthen your business
 - Handouts

Strategic Planning Drives Improvements

- A plan drives actions that lead to growth
 - Plan > Action > Growth. Revise & repeat.
- Removing doubt & uncertainty makes success believable
 - Less fear = more action
- A lack of communication or limited change projects can prevent “risking” change
 - A plan reduces the personal risk – the boss OK’d it!
- External risks & internal weaknesses are now known
 - More confidence in trying something new

Strategic Planning – Both Sides

BUSINESS Side

- Company Vision
- Business Life Cycle
- Continuity & Succession
- Financial health
- HR planning

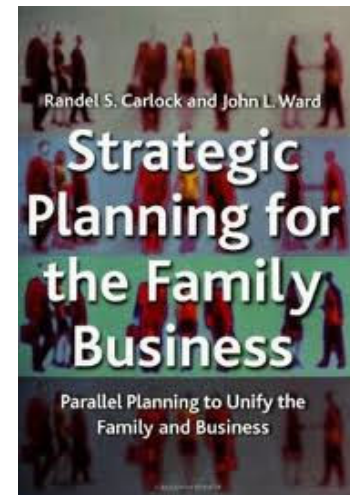
FAMILY Side

- Family Vision
- Biological Life Cycle
- Wills & Life Insurance
- Financial health
- Career plans



Family + Business

- The family & business are interdependent
- Focus on business & ignore family
 - Family problems impact business
- Focus on family & ignore business
 - Business problems impact family
- Delicate balancing act
- A defined strategy helps



Common Strategic Planning Pitfalls

- One person defines strategy...alone
- NOBODY defines strategy: 4-way Tug-O-War



From <https://www.tpesonline.com/4-way-tug-of-war>

- “I KNOW what needs to be done - no time.”
 - More knowledge >> less strategic work??
 - Work IN or Work ON the business?

MORE Planning Pitfalls

- Leader / CEO / President / Owner (surprise!)
 - Everybody understands & agrees with my vision.
 - Anyone I ask will gladly step in & keep it running.
 - We have a strategy. Books & meetings aren't needed.
- Family Managers (future shock)
 - Dad will get me ready when it's time...
 - I'm sure everyone will work together in bad times
 - Who needs roles, responsibilities, & strategy? We're family.
- Joe: *“Create a plan BEFORE chaos strikes.”*

Strategy + Action = Success

- Two approaches that strengthen a business
 - Reduce Costs (limited)
 - Increase Revenue (unlimited)
- Extra: Reduce stress...really!

Reduce Costs

- Adjust advertising & marketing for performance
- Eliminate non-performing products & services
- Improve efficiency
- Automate office processes
- Use selective hiring & incoming training
- Improve loss prevention: defects, damage, theft

Increase Sales Revenue

- Increase your market share
 - Improve advertising
 - Improve communication
 - Find new ways to drive business
- Move to new markets & customer groups
 - Create new products & services
 - Develop complements
 - Expand to new regions
 - Try new selling approaches
- Improve sales strategy
 - Stop being reactive - order takers need to SEEK sales
 - Follow-up on sales calls, be courteous, be helpful, build relationships
 - Create a formal sales team - track sales & sales conversions
 - Implement best practices across sales force
 - Use online & integrated marketing techniques

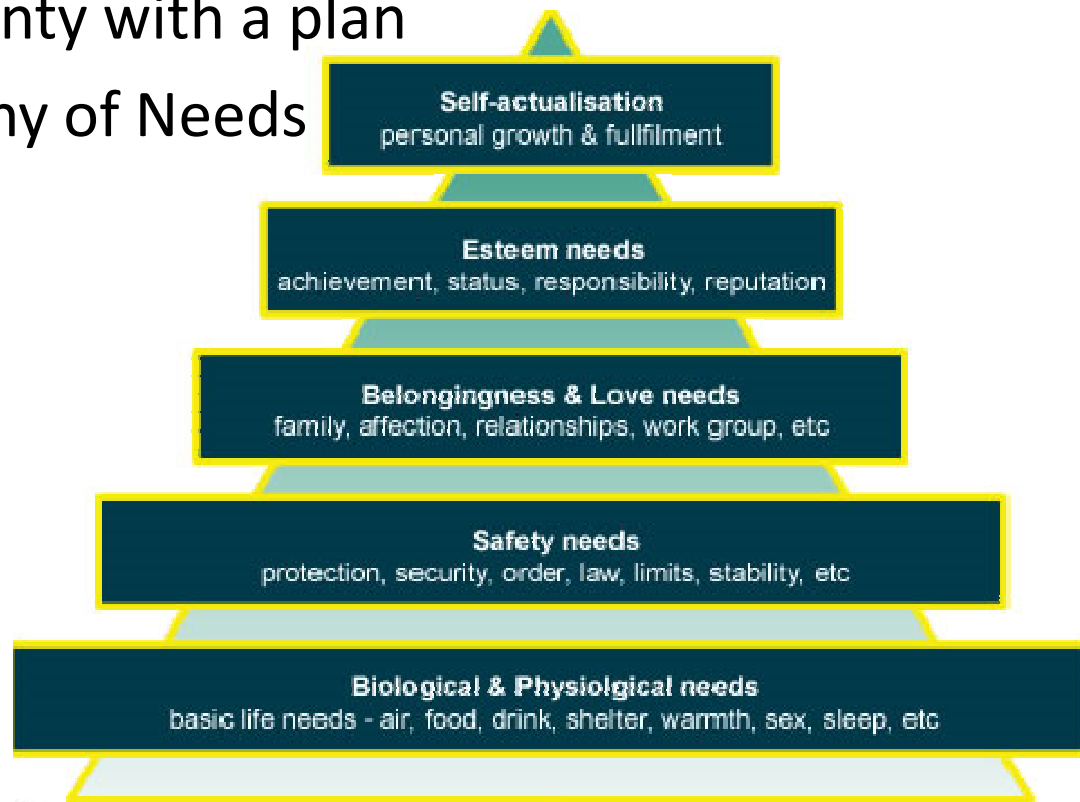
Largest Opportunity

Cost Reduction OR *Sales Growth?*

- What is the opportunity for each?
- Does your time go to the best opportunity?

Reduce Stress

- Strategic planning works
 - Reduce uncertainty with a plan
 - Maslow Hierarchy of Needs





4 TOOLS for Today

Strategic Tools

1. **SWOT Analysis:** Company analysis
2. **Porter's 5 Forces:** The competitive environment

Tactical Tools

3. **Unique Selling Proposition (USP):** What your customers value most
4. **SMART Objectives:** How the family business reaches success

TOOL #1: SWOT Analysis

- Big benefit
- How to implement
- Why it's first

Handout:
SWOT
Worksheet



SWOT Analysis

- Helps define your strategy & drive change.
- A SWOT analysis is a good tool to discover or select strategies.
- Take these actions for each SWOT element.
 - Strengths should be expanded and marketed.
 - Weaknesses should be strengthened or mitigated.
 - Opportunities should be pursued aggressively.
 - Threats should have risk management plans.

TOOL #2: Porter's 5 Forces – The Competitive Environment



Porter's 5 Forces

- Helps determine risks.
- Helps identify needed changes in product & service offerings.
- Complements. Good or bad?
- Focus on Opportunities & Strengths to reduce forces.

TOOL #3: Unique Selling Proposition

- The USP tells customers “why buy”.
- Identify benefits that are valuable and obvious to your customers.
- Use your USP to drive sales & coordinate marketing plans.
- Quality, price, people...too generic & overused

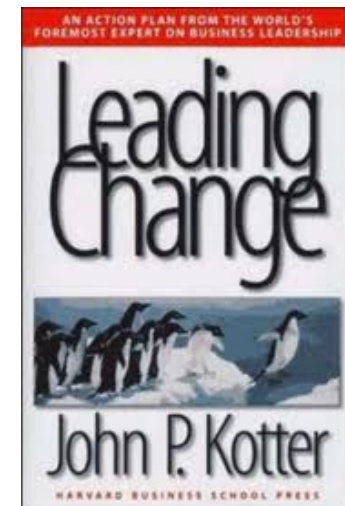
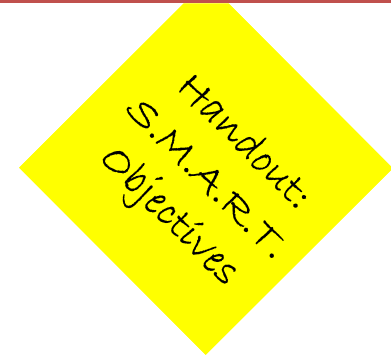
*Handout:
USP
Exercise*

Great USPs

- *"You get fresh, hot pizza delivered to your door in 30 minutes or less -- or it's free."*
 - Domino's Pizza
- *"The nighttime, coughing, achy, sniffing, stuffy head, fever, so you can rest medicine"*
 - Nyquil
- All USPs have a Benefit and a Guarantee
- Other examples?

TOOL #4: SMART Objectives

- Tactical – help you implement change.
- Fill out the SMART form for major strategy actions.
 - Post prominently.
 - Update & adjust.
- Big Changes? Try John Kotter’s Leading Change for a structured plan of attack



SMART Objectives

- Specific. Define it so all understand.
- Measurable. Know when it's accomplished.
- Attainable. Can it realistically be done?
- Relevant. Does it tie to vision of family or business?
- Time-based. No deadline, know failure. Know deadline, no failure.

“That’s obvious. We don’t need it.”

Have you TRIED IT?

Knowledge Should Drive ACTION

- Develop your strategic plans
 - ON YOUR MARK
 - Set your direction for success
 - GET SET
 - Define company & family strategy with the tools
 - GO!
 - Take action & adjust as changes occur



Are you pedaling or steering?

If you are not steering, where are you going?

What's Next? Implementation!

- Pick a tool & implement what you can
 - Vision/Mission/Common Beliefs & Goals are valuable
- Use SMART Objectives to define actions
 - No SPOTS (Strategic Plan On The Shelf)
- Seek Improvement, Not Perfection
- Time can be your biggest threat
- Problems or Tough Topics?
 - Bring in outside help

Upcoming Courses

- Entrepreneurship & Business Growth
 - MBA course at Webster University
 - Grow a New Business
 - Strengthen Your Existing Business
- Integrated Marketing Techniques: Online & Traditional – Chambers of Commerce
 - Combine internet marketing & traditional marketing
 - Increase growth. Test offline/traditional techniques
 - Defund non-performers & shift to high performers

Thank You

What's Next

- 5 minute break
- Questions specific to your company
- Run through Tools if time available
- Close at noon

Services

- Strategy Development
- Leadership Development
- Project Management
- Marketing Growth
- Lean Office
- Custom Training
- Meeting Coordination