



## LEADERSHIP AND VISION

Executive Overview for:

### **Converting Leadership's Strategic Vision into a Strategic Plan and Roadmap**

*"An entrepreneur, inventor or product/service developer's strategic dream or what I call vision, usually starts in their head or on the back of a napkin. It is initially somewhat vague, underdeveloped and private. The basis for a great company is how that vision with the support and input from others, is converted to a Strategic Plan, where everyone in the organization has a defined role. Establishing the process for how that vision converts to a Strategic Plan is the key to converting a vision into a reality and converting an idea into a successful business venture." YourBoard.US*

1. The Strategic Plan is visionary, conceptual and directional. It answers the question of "what" never "how."
2. Removing tactical chaos does not mean you have a strategic direction.
3. Strategic Planning is not about going in a direction, even a short term successful direction, it is about going in the "right" direction to maximize long term growth with positive financial performance.



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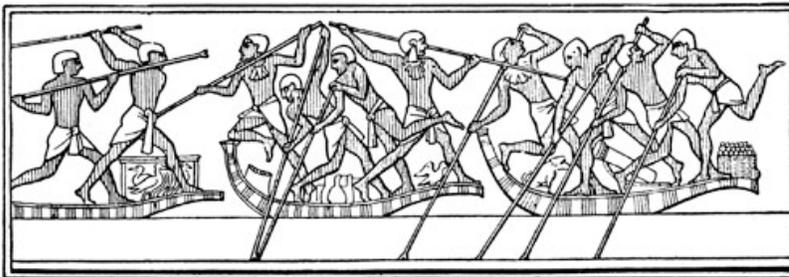
**Leadership – Converting the Strategic Vision to a Strategic Plan that sets the direction for the company and creates the roles for each associate.**

1. Overview of the Strategic Planning Process – The “supreme” business exercise that allows the senior leadership to chart a successful course for the company.

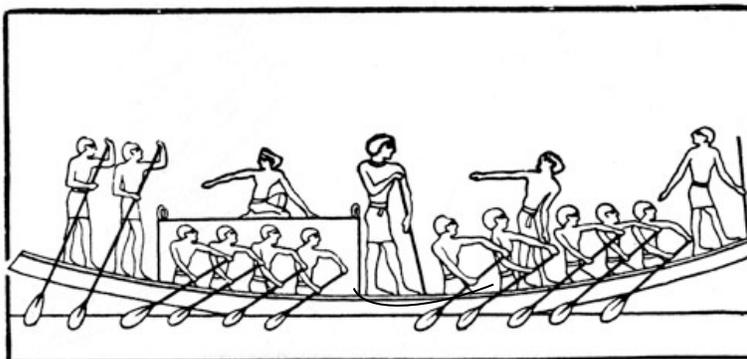
The Strategic Plan is visionary, conceptual and directional. The Strategic Plan answers the question “what” never “how.” What are we going to be when we grow up? What do we envision the company will look like in three to five years? What products, support services, market segments will we invest in and What channels to market must we develop in order to meet What we want to ultimately be as a company, an organization of people, a top performer in the industry and a corporate citizen? Great Owners and Senior Leaders think strategically and act tactically. The Strategic Plan becomes the framework for all strategic decisions and investment as the company moves along the strategic roadmap. Each annual Business and Financial Plan should line up with the next year of the Strategic Plan.

**It used to be thought that by simply correcting tactical chaos that the problems were solved. In other words, moving:**

**From tactical chaos on your boat**



**To tactical harmony on your boat**



**Would make your company financially successful.**

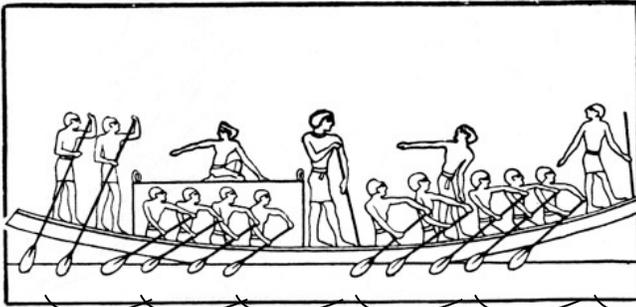


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Unfortunately, the prevailing thought in many privately held companies is if we staffed and managed the Tactical Processes it would lead us to maximized financial results.

## BUT OOPS



## THE BOAT THAT HAS NOW BEEN TACTICALLY OPTIMIZED IS HEADING FOR A STRATEGIC DISASTER OVER A WATERFALL

It seemed like you were heading in the right direction, you were making money and most everyone was satisfied...that is until your boat went over a waterfall and your business disintegrated.

Short term successes do not achieve the ultimate goal of scalability and sustainability that result from strategically planned growth.

Using your strategic vision as the foundation, build a Strategic Plan where all of the business plans are documented, market obstacles and outside influences are considered and a plan for product and service "differentiation" is built, along with an organization to support it.



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