

J Bernard Associates Streamlined Strategic Planning Guidebook

The following is the introduction page from a Streamlined Strategic Planning Guidebook that is available for purchase from J Bernard Associates. The Table of Contents is on the following page.

Introduction

This guidebook provides you with the expertise to lead a strategic planning workshop for participants from your company. The involvement of members from your leadership team and other appropriate participants provides a sense of shared responsibility for the actions identified in the plan and the measurements used to gauge your company's success.

The contents of this manual is a guide detailing the components of a streamlined planning and balanced scorecard process. This process is adaptable to many organizations including small to mid-sized companies and business units within larger corporations. Each step in the process builds to the next step so it is important not to skip any of the details.

Typically a workshop lasts one and one-half intense days (depending on the skills of the workshop facilitator). The output from the workshop includes a Vision/Mission, strategies, and objectives that are linked to a balanced scorecard and an action plan. Each action plan has an owner, timeline and measures to ensure accountability. The proper implementation of these management tools create a disciplined approach to managing a business in today's ever intensifying competitive environment.

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