Why Plan Strategically?

Presenters: Bill Moseley
Co-founder, President & CEO
GL Solutions
Strategy Problems

- Goals
- Plans
- Execution
- Measurement and Analysis
Reacting to Problems

Strategic & Operational Goals
Early Systematic Approaches

Strategic & Operational Goals
Aligned Approaches

Strategic & Operational Goals
Integrated Approaches

Strategic & Operational Goals
Define Goals

Make Plans

Execute Plans

Measure and Analyze

NOTES:________________________

________________________

________________________

________________________

________________________

________________________
NOTES:________________
Exercise

1. In one sentence, what does our agency do?
Exercise

2. What is our overall goal as an agency?

_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
Exercise

3. What pain will we suffer if we don’t reach it?
Exercise

4. What **critical, few objectives** must we accomplish to achieve our goal?

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________
5. How do we measure progress and success?
Exercise

6. What must our culture be like to achieve our goal?
Bill Moseley
Co-founder, President & CEO
(541) 312-3662
solutions@glssolutions.com
www.glssolutions.com