



Strategy Arts' strategic planning projects help leadership teams and their organizations align in action toward an exciting future.

The Challenge

Developing and implementing strategy is one of the most rewarding leadership responsibilities and also one of the most challenging. Leaders face many questions at the start of a planning project:

- ✓ What process should we use to develop a strategic plan?
- ✓ Whom should we involve in the planning process?
- ✓ What information do we need to inform planning decisions?
- ✓ How do we keep the focus on customers as we develop our strategic plan?
- ✓ How do we ensure our strategy reflects our organizational values?
- ✓ How can we motivate the organization around the strategic plan?

At Strategy Arts, we specialize in helping leaders answer these questions. We help them build the understanding they need to make well-informed planning decisions and guide the meaningful discussions that help to create, build, and implement a successful strategy. We engage the wider organization in detailed planning for strategic initiatives, creating the plans and organizational alignment needed to pursue the strategy.

Our Approach

Our Planning to Action framework helps us tailor collaborative solutions to fit each project and allows clients to envision the full extent of a process that will lead them from "planning to action."

Developing Leadership's Perspectives

Leadership teams collaborate with us to design projects that leverage their existing capabilities and knowledge. They build the understanding they need to support important planning decisions from the research and analysis we do to gather diverse stakeholder perspectives and to address knowledge gaps.

- Available Services Include:*
- Environmental Analysis •
 - Stakeholder Research • Customer Research •
 - Competitive Analysis •

Creating a Shared Vision

Planning teams work together in facilitated sessions to create compelling, detailed visions of success for their organizations and priorities for strategic initiatives. A graphic recorder documents the richness of their discussions, preserving them for future reference and as a tool for wider communication.

- Available Services Include:*
- Mission and Values Definition
 - Visioning and Planning Meetings •

Engaging the Organization in Action

Project teams prepare for the work ahead in facilitated sessions where they create detailed project plans for their initiatives. Leadership team members, supported by engaging presentation graphics, hold communication sessions to build momentum for the strategy.

- Available Services Include:*
- Product and Services Ideation • Customer Journey Mapping •
 - Communications Graphics • Project Management •

Reinforcing with Accountability

Leadership teams make the hard decisions needed to allocate resources to strategic priorities and hold teams accountable for their implementation using established systems to monitor and adjust strategic initiatives.

- Available Services Include:*
- Project Reviews •
 - Management Dashboards •

Learn more about how Strategy Arts can help your organization at www.strategyarts.com