

Strategic Planning and Strategic Alignment

Most companies have a plan to succeed. But sometimes, plans have to be re-visited, adjusted or even discarded. ORCHA suggests a three step approach:

1. Build a plan with a charted three-year scope. One year typically isn't long enough to accomplish long term value, and 5 years is too far out to accurately predict the business climate.
2. Review the plan quarterly and rewrite it every year – potentially half of it will have changed within the year
3. ORCHA believes that Leaders should build a vision and strategy and gain consensus and momentum around it. But, involving employees at every level, by tapping deeply into the organizations talent pool to create the vision and strategy makes for a stronger plan and one that is more universally supported

ORCHA suggests a simple but powerful vision statement defining what the success of the company over the long term looks like and how the company is differentiated from its competitors. This is followed with a few simple strategy objectives defined by tactics that are mapped back to the objectives.

Questions to ask when defining the strategy:

- How were your sales over the last year compared to previous years?
- What does your current financial condition look like?
- What were you able to implement well from last years plan? What were you not able to implement?
- How is your market changing?
- In your product category, where do you fit competitively? Do you have products that are 'cash cows', emerging superstars?
- Do you really know who your competitors are, and their key strategies?
- Operationally, are there gaps in your business that need filling?
- What are your company's strengths and weaknesses?
- How are you measuring the success of your plan?

ORCHA can help you build and execute a plan that achieves the greatest return on your employees' performance. The key is aligning employee and team performance expectations with the strategic plan. Are your employees' job descriptions, vision, purpose aligned with your strategy? ORCHA can help with that too.

Call us: 612-802-2517