

Achieving Growth Through Consensus-driven Strategic Planning

“every business has a level of full-potential performance that usually exceeds what the company imagines” *Profit from the Core*, 2001 (Zook et al)

Achieving a company’s growth strategy requires:

- powerful tactics,
- a pragmatic path, and
- alignment of the management team

Successful companies invest significant executive time in strategic planning in order to make their future vision a reality.

However, it is not uncommon for the strategic planning process to unconsciously limit input, minimize visibility of ideas and fail to resolve differences within the management team. These situations prevent development of the best tactics and priorities for the business and create risk that the management team will not be aligned around actions, roles, and responsibilities. The plan may sit on a shelf.

Achieving an actionable plan and an aligned team requires **participation** that is broad but efficient; **consensus** created by building on the best elements from many perspectives, experiences and capabilities, and **agreement** achieved through debate, dialog and resolution of differences. Incorporating these elements provides tactics and targets representing the best thinking of the business, and agreement around the goals, path, actions, and responsibilities.

Avantt Consulting can strengthen strategic plans through a software enabled process, utilizing a web-based planning tool and senior experienced professionals to assist your team in effectively establishing a comprehensive plan to achieve your growth objectives. Our approach efficiently permits contributions across time zones and geography. It enables visibility of multiple inputs in order to allow discussions built on shared knowledge to produce strategies, tactics, tasks, metrics, and targets that are understood by all who will be responsible for implementation. Our approach produces a plan that is

owned by the organization rather than a prescriptive plan developed by outsiders.

Each participant provides their independent thinking to each element of the strategic plan. Group discussion, with the benefit of visibility of the multiple individual inputs, usually creates additional alternatives that possess the strength of the entire planning group. Our strategic planning framework (shown on the reverse) can be harmonized with existing frameworks or templates that are in use in your business.

The outputs of Avantt Consulting’s strategic planning process include:

- A One Page Strategic Plan™ that eases communication and measurement of implementation progress
- Detailed Action Plans linked to each goal
- Resource scoping plans that allow trade-offs of resources against priorities
- Rigorous documentation of the planning work sessions

The benefits of Avantt’s process are seen in accelerating achievement since the team has:

- 1) an expanded range of alternatives examined because many perspectives have been efficiently incorporated,
- 2) better tactics as the extended knowledge of many has been utilized, and
- 3) alignment around the actions and responsibilities through an iterative, collaborative planning process

Avantt’s consensus-driven strategic planning process provides a comprehensive, efficient approach to moving the organization in a coordinated manner to a common objective. For additional information please see www.avanttconsulting.com.

THE AVANTT STRATEGIC PLANNING FRAMEWORK

