



TITAN TIMES

The monthly Titan Business Development Group, LLC newsletter
coaching | consulting | results

February, 2012

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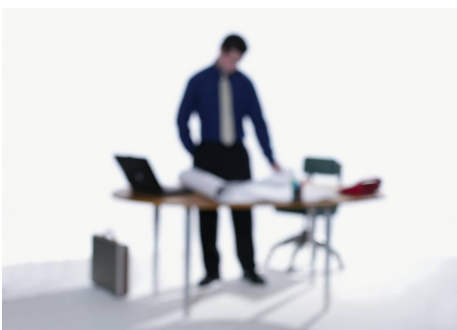
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What is Strategic Planning?

Strategic planning is a management tool, period. As with any management tool, it is used for one purpose only: to help an organization do a better job - to focus its energy, to ensure that members of the organization are working toward the same goals, to assess and adjust the organization's direction in response to a changing environment. In short, strategic planning is a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization is, what it does, and why it does it, with a focus on the future. *(Adapted from Bryson's Strategic Planning in Public and Nonprofit Organizations.)*



A word by word dissection of this definition provides the key elements that underlie the meaning and success of a strategic planning process:

The process is strategic because it involves preparing the best way to respond to the circumstances of the organization's environment, whether or not its circumstances are known in advance. Being strategic, then, means being clear about the organization's objectives, being aware of the organization's resources, and incorporating both into being consciously responsive to a dynamic environment.

The process is about planning because it involves intentionally setting goals (i.e., choosing a desired future) and developing an approach to achieving those goals. The process is disciplined in that it calls for a certain order and pattern to keep it focused and productive. The process raises a sequence of questions that helps planners examine experience, test assumptions, gather and incorporate information about the present, and anticipate the environment in which the organization will be working in the future.

Finally, the process is about fundamental decisions and actions because choices must be made in order to answer the sequence of questions mentioned above. The plan is ultimately no more, and no less, than a set of decisions about what to do, why to do it, and how to do it. Because it is impossible to do everything that needs to be done in

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this world, strategic planning implies that some organizational decisions and actions are more important than others - and that much of the strategy lies in making the tough decisions about what is most important to achieving organizational success.

The strategic planning process can be complex, challenging, and even messy, but it is always defined by the basic ideas outlined above - and you can always return to these basics for insight into your own strategic planning process. . Put your business on the right path. If you would like to discuss how to get started, give us a call today at 973-601-3275.

Masterful Quotes

"Everybody has talent, it's just a matter of moving around until you've discovered what it is."

- George Lucas

"Leaders are made, not born. You learn to become a leader by doing what other excellent leaders have done before you. You become proficient in your job or skill and then you become proficient at understanding the motivations and behaviors of other people."

- Brian Tracy





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Are You the Entrepreneurial Type?

Here are two tools to help better measure your entrepreneurial potential. These are absolutely not the final word+by any means but you may find it fun to see how you rate according to some characteristics common to entrepreneurs.

First:

Type the following URL into your Internet browser's address bar to access the assessment tool:

http://www.bdc.ca/EN/advice_centre/benchmarking_tools/Pages/entrepreneurial_self_assesment.aspx

Follow the instructions provided and proceed with the assessment. There are 50 statements to respond to.

Once you have completed the questionnaire and arrive at the results page, make sure to **PRINT** your results immediately. If you close your Internet browser, you will lose your results and will have to start again.

Take time to study your results carefully. You can obtain detailed definitions by clicking on each category.

Second:

Type the following URL into your Internet browser's address bar to access the assessment tool.

<http://www.entrepreneur.com/greatminds/quiz/index.html>

Follow the instructions provided and proceed with the assessment. There are 22 statements to respond to.

Once you have completed the questionnaire and arrive at the results page, make sure to **PRINT** your results immediately. If you close your Internet browser, you will lose your results and will have to start again.

Take time to study your results carefully. Does anything stand out for you?



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