

Strategic Planning Process (General)



- Step 1** Personal in –depth professional objective assessments of all key officers/managers to identify strengths and weaknesses.
- Step 2** CEO personal meetings with key officers/managers.
- Determine what they feel management should, can and cannot do.
 - Determine what they feel are organization weaknesses, strengths, competition.
- Step 3** Search secondary data about organization’s marketing area.
- Economic conditions.
 - Competition changes.
 - Population changes.
- Step 4** Conduct original research to verify organization’s strengths and weaknesses as believed by the organization’s publics – customers, prospect, competition.
- Step 5** Hold strategic planning retreat.
- Develop specific strategic action plan with personal accountabilities and monthly timetable.
- Step 6** Put one person in charge to check monthly progress and report to CEO.