



STRATEGIC PLANNING Strategic planning is at the core of our approach to working with clients. Our process, entitled **Strategy↔Financial Assessment™**, includes both quantitative and qualitative analysis ensuring that all strategies tie directly to the P&L. The final product is a clear strategy that can be shared with and embraced by the management team, financial stakeholders and employees.



Phase I – Environmental Scan/Analysis – Weeks 1 thru 4

- Industry trend data, including market/segment sizing, profit pools, by channel, by product category
- Competitive landscape
- SWOT
- Prior three year Company strategies, tactics and results
- Management summary including key implications on the potential go-forward strategies

Phase II – Management Team Planning Sessions – Weeks 3 thru 5

- Group planning session(s) with the senior management team
- Group/individual planning sessions with the middle management team, across all operating areas
- Elicit Company strengths, weaknesses and growth opportunities

Phase III – Initial Plan Development – Weeks 6 thru 13

- Development of preliminary strategic plan objectives, strategies, tactics, required resources and high level financial projections (Revenue and EBITDA)
- Conduct strategic plan update and input meeting with the Board of Directors to solicit feedback and gain consensus about the overall plan direction

Phase IV – Final Plan Development – Weeks 11 thru 17

- Final development and evaluation of go-forward strategies and tactics across all areas of the business – Organic Growth; Margin Improvement; Operating Structure & Systems; Add-On Acquisitions
- Presentation of Critical Success Factors to enable quality execution of the plan – Strategic Focus Areas; Specific Tactics; Management Accountability; Timelines; Management Reporting Tools
- Five-Year P&L Statement – Prior Year Actual; Current Year Forecast; Three-Year Forward Projection
- Final Presentation to the Board of Directors