

This strategic planning process helps you cut to the chase and focuses your team on the few activities that will make the most difference to your business results. It's a powerful and practical approach, and based on global best practices.

ValuePlan

Prepared for (company)

By (executive)

Date

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Insights ▲ Decisions ▲ Action

STEP 1: Issues facing your business

What are the key issues that you must deal with now and for the future? Consider factors such as environmental trends, competitor actions, customer needs, etc. Also think about challenges within your organization.

Step 2: Assumptions

What is happening in and around your organization — and what do you see happening in the future — that will impact on your strategy?


1. Economy

2. Politics

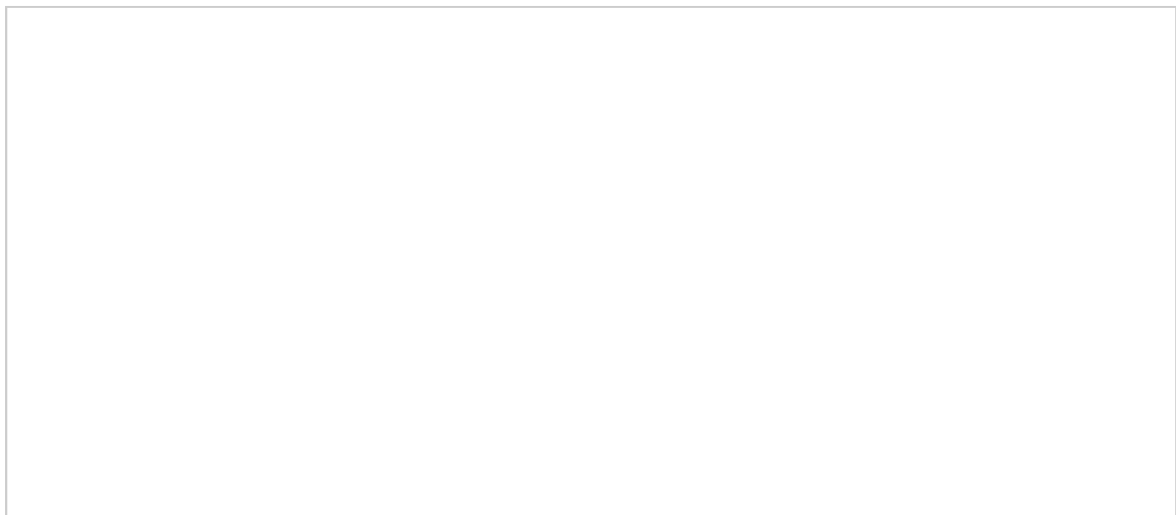
3. Society

Step 2: Assumptions/cont.

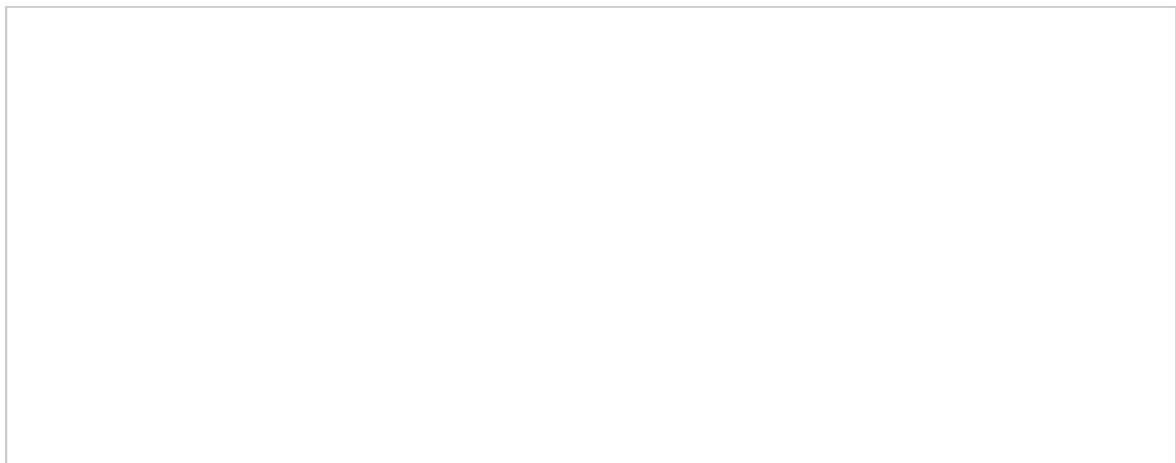
4. Technology



5. Competitors



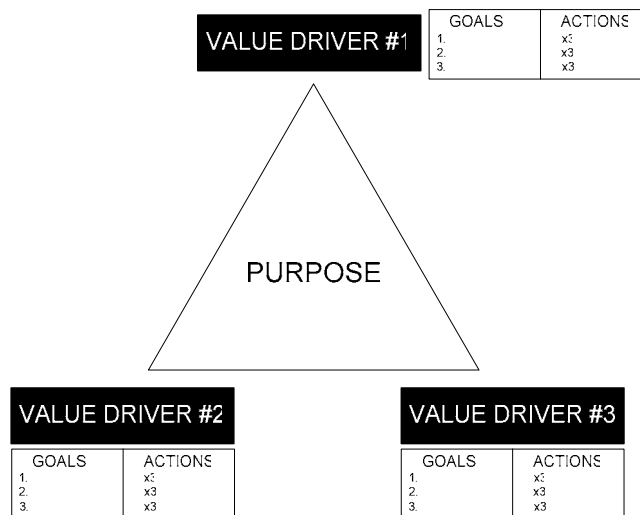
6. Customers



Step 3: Create your ValuePlan™

There are four steps in this process:

1. Define your purpose
2. Agree your three key value drivers
3. Agree maximum of three goals for each value driver
4. Agree maximum of three actions for each goal



Define your purpose

Use the following questions as a guide to deciding on “the hill” you will aim for.

WHY DO WE EXIST?			
WHOM DO WE SERVE?	WHAT VALUE DO WE DELIVER?	WHY DO WE MATTER?	WHAT IS OUR AMBITION?

Value Driver # 1

Goals	Actions
List a maximum of three goals — things that must happen for your value driver to be effective	List a maximum of three actions for each goal — the critical things you must do to attain your purpose
1.	1.
	2.
	3.
2.	1.
	2.
	3.
3.	1.
	2.
	3.

Value Driver # 2

Goals

List a maximum of three goals — things that must happen for your value driver to be effective

1.

2.

3.

Actions

List a maximum of three actions for each goal — the critical things you must do to attain your purpose

1.

2.

3.

1.

2.

3.

1.

2.

3.

Value Driver # 3

Goals

List a maximum of three goals — things that must happen for your value driver to be effective

1.

2.

3.

Actions

List a maximum of three actions for each goal — the critical things you must do to attain your purpose

1.

2.

3.

1.

2.

3.

1.

2.

3.