The strategic planning process that 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 powerful and practical, and based on global best practices.

ValuePlan©

Prepared for (company)

_____

By (executive)

_____

Date

_____

Tony Manning/Strategist

PO BOX 750 MORNINGSIDE 2057 SOUTH AFRICA
PHONE 27 11 884 2635
FAX 27 11 884 6006
E-MAIL strategist@tonymanning.com
WEBSITE WWW.TONYMANNING.COM

Tools ▲ Insights ▲ Results

STEP 1: Summarize your current situation

Where are you now? What is your current strategy? What goals did you set, and how are you performing against them? What's happening in the world around you—and inside your organization?

STEP 2: 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 3: Assumptions

What do you see happening in the future that you believe will impact on your strategy?

1. Politics

2. Economy

3. Society

Step 3: Assumptions/cont.

4. Technology

5. Competitors

6. Customers

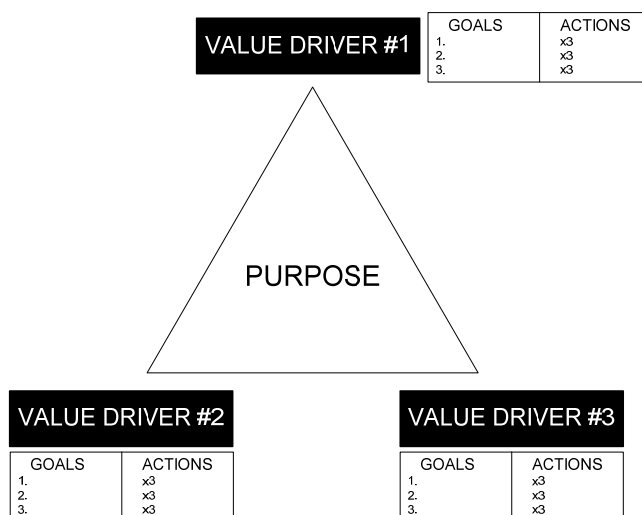# Step 3: Assumptions/cont.

7. Organization

STEP 4: Options

What could you do in future? What products or services could you launch, change, or improve? What customers could you aim for? Which geographical regions could you explore? What partnerships could be worthwhile? What could you stop doing?

Step 5: 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

VALUE DRIVER #1		
GOALS	**ACTIONS**	
1.	x3	
2.	x3	
3.	x3	

PURPOSE

VALUE DRIVER #2		
GOALS	**ACTIONS**	
1.	x3	
2.	x3	
3.	x3	

VALUE DRIVER #3		
GOALS	**ACTIONS**	
1.	x3	
2.	x3	
3.	x3	

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

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

Actions

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.

Step 6: Communication

Audience 1: _____

Message	Media	Desired result

Audience 2: _____

Message	Media	Desired result

Audience 3: _____

Message	Media	Desired result

Audience 4: _____

Message	Media	Desired result

Audience 5: _____

Message	Media	Desired result

Audience 6: _____

Message	Media	Desired result