

Why Strategic Plans “Stall-Out” and How to Light the Fire

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The webinar will start at 12:30 p.m. CT



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Administration



If you need HR or CPE credit, please participate in all polls throughout the presentation.

Administration



A recording of today's webinar will be emailed for your reference or to share with others.

Administration



For best quality, call in by phone instead of using your computer speakers.

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To ask questions during the presentation, use the questions box on the right side of your screen.

About the Speaker



Daniel White

Organizational Development Consultant

Expertise in strategic planning,
leadership development and
employee engagement

Experience teaching masters-level
courses in organizational
development



Learning Objectives

Outline a process to diagnose strategic plan failure or “stalling”

Identify barriers to strategic plan implementation and success

Learn how to effectively revise and renew a strategic plan for implementation



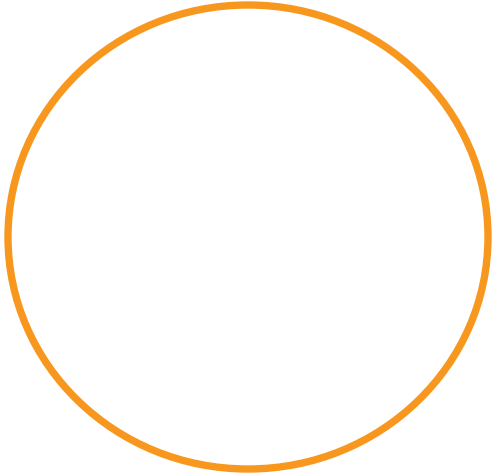
Poll #1

WHAT IS STRATEGY?



Strategy

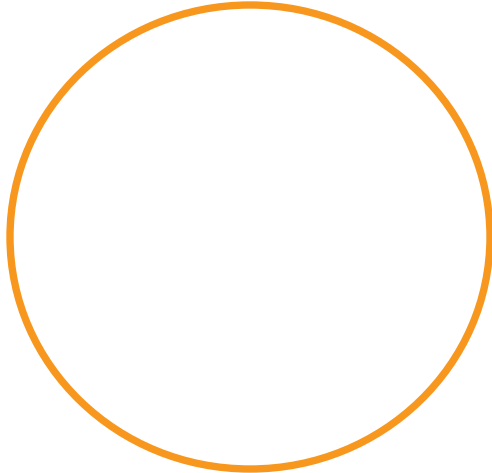
Where are we now?



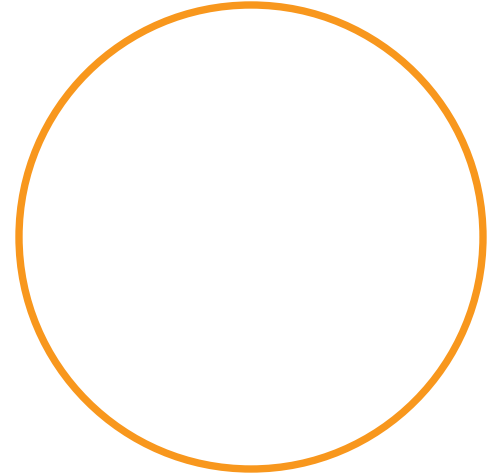


Strategy

Where are we now?



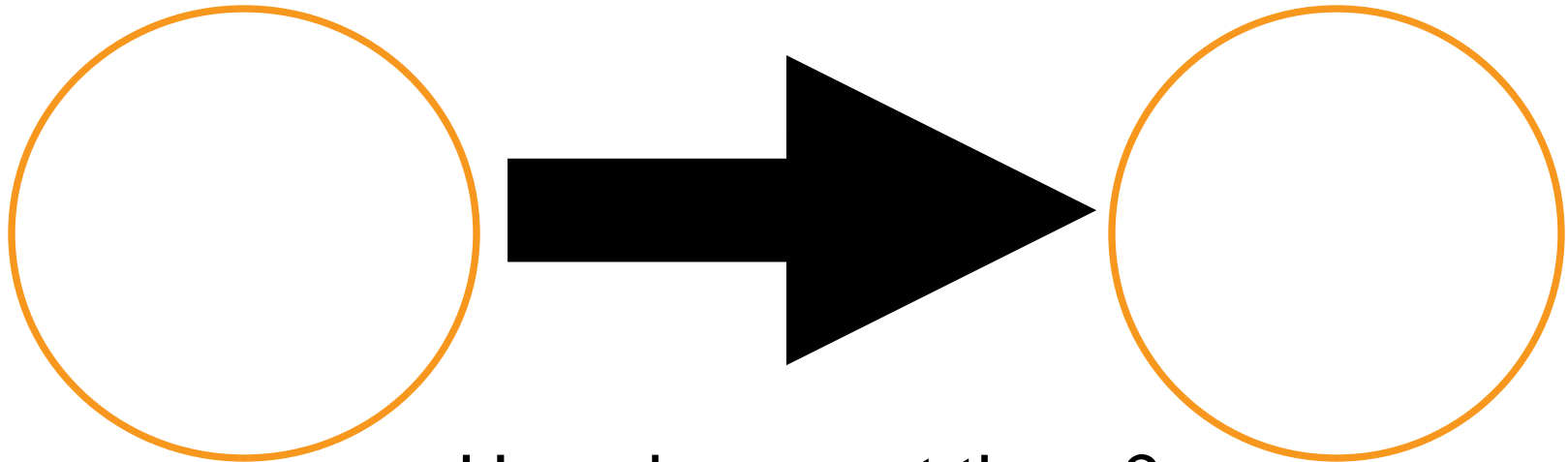
Where do we want to be?



Strategy

Where are we now?

Where do we want to be?



How do we get there?

Why is Strategy Important?

“Boat Without a Rudder”



Not a Book on a Shelf



COMMON APPROACHES



No Planning

Only Vision



T³ O¹

D³ O¹

Operational /
Not Strategic



Check the Box



No Follow Up

Successful Planning





Poll #2

SIGNS OF A FAILURE



Signs of Failure

- Lack of clear, defined direction



Signs of Failure

- Lack of clear, defined direction
- Poor communication



Signs of Failure

- Lack of clear, defined direction
- Poor communication
- Missing deadlines / Not completing tasks



Signs of Failure

- Lack of clear, defined direction
- Poor communication
- Missing deadlines / Not completing tasks
- Lack of commitment (buy-in) from all areas



Signs of Failure

- Lack of clear, defined direction
- Poor communication
- Missing deadlines / Not completing tasks
- Lack of commitment (buy-in) from all areas
- Not front-of-mind

Test for Strategy

Three Tests of Strategy



- ✓ Can the leader express his/her strategy in a clear, compelling, and concise way?

Three Tests of Strategy



- ✓ Can the leader express their strategy in a clear, compelling, and concise way?
- ✓ Can key managers do the same that sounds similar?

Three Tests of Strategy



- ✓ Can the leader express their strategy in a clear, compelling, and concise way?
- ✓ Can key managers do the same that sounds similar?
- ✓ Can average employees share something similar?



Questions to Ask

- Do you know the end goal?
- Do you know what types of opportunities don't fit into our strategy?
- Do you know how your daily job helps accomplish the end goal?
- Do you know what the company's major 2-4 goals are for the year?



Poll #3

Reasons Why Strategy Fails



**Strategic
Issues**



**Execution
Issues**



What To Do?

Should You Scrap Your Plan?



Should You Scrap Your Plan?



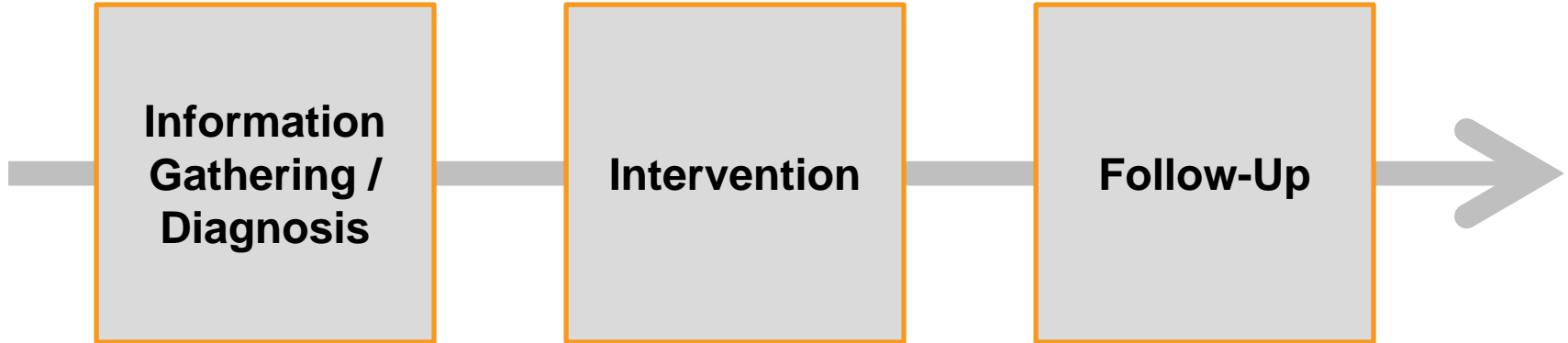


Renew your strategy!

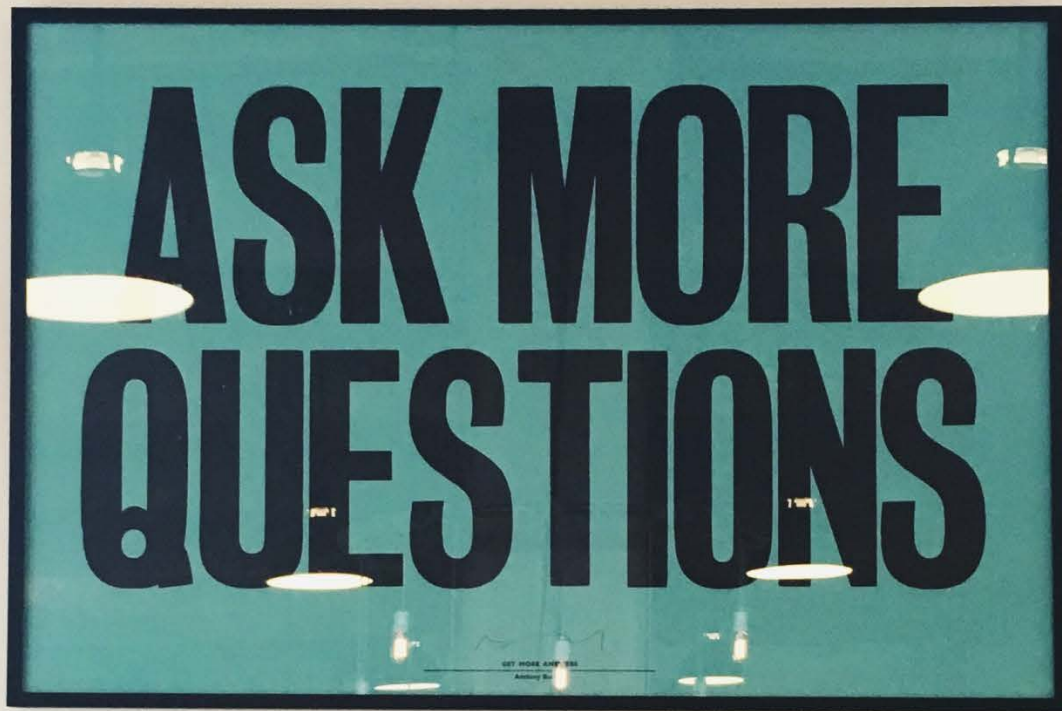
There is No Easy Solution




Process



PRINCIPLES



Involvement



Buy-in

Listening

Appreciation



Clear Vision



Clear Roles



Accountability



Set deadlines

Follow up

Real consequences

Communication



Clear

Concise

Company-wide

Authenticity



Own mistakes

Communicate desire to change

Follow through on promises



Align Structures



Poll #4

WHAT TO DO WITH YOUR PLAN

No Plan?



Start from the beginning

Not on the Same Page / No Clear Vision?



Review mission/vision

Review communication

No Next Steps?



Set clear goals

Assign roles/tasks

Check the Box?



Evaluate plan

What's necessary?

What's beneficial?

What's busy work?

Implementation Fails?

A diagram of a pair of glasses with two empty circular lenses and a thin brown frame. The top lens is positioned to the left of the text "Set expectations" and the bottom lens is to the left of "Hold accountable".

Set expectations

Hold accountable



Don't Know Where It's Failing?

Ask!

How 3rd Party Can Help



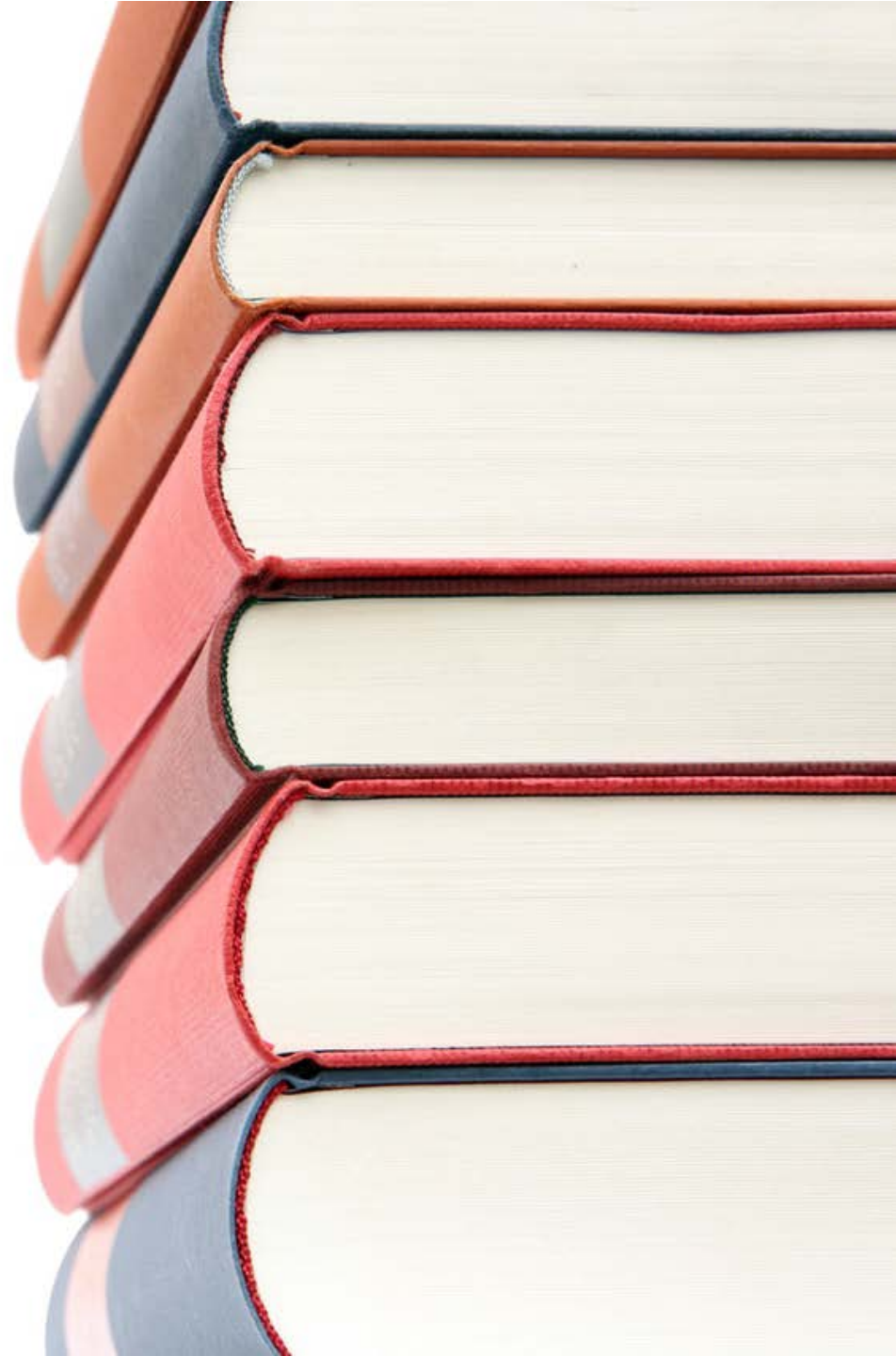
Neutral

Objective

Outside

Accountable

Case Study



REVIEW



Review

There are many ways a strategic plan can fail.

It's possible to renew a plan rather than scrapping it.

Follow a few key principles in planning.

Resources

- www.AGHUniversity.com – “Using Strategic Planning to Drive Long-Term Results”
- “4 Ways to Ensure Your Strategic Plan Implementation is Successful”
- “Three Tests of Strategy” Infographic



Poll #5



Thank you!

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