

10 Biggest Secrets of Strategic Planning

1. Own It

It must be owned – It has to be driven by senior management and enthusiastically implemented by the whole organisation.

2. The Beating Heart

It must exist at the beating heart of a business – every copy must be dog-eared and well-worn. A mint condition strategic plan is a useless strategic plan.

3. Flexibility

It must have a degree of flexibility – if it is too rigid and can't allow for unexpected change, the business will ultimately fail.

4. Communication

It must be well communicated to the business – no point having it if nobody understands what it means.

5. Do It For The Right Reasons

It must be created for the right reasons – a strategic plan isn't just something that is nice to have.

6. Visionary vs. Realistic

It must find the balance between being visionary and being realistic – shoot for the stars, but make sure they are in this galaxy.

7. Time Is Of The Essence

It must cover a sufficient time period – too short and you will never achieve it, too long and the world will change before you get there.

8. Measure Twice, Cut Once

It must be measurable – you won't know where you are in the future if you can't measure your past.

9. Smash It

It must be smash-able – when Coca-Cola developed their unique bottle the design brief was it must be recognisable even when smashed. You can't buy strategic plans off the shelf.

10. Honesty Is The Best Policy

It must be honest and based on fact – there is no place for opinions in strategic plans. A fresh and independent pair of eyes is always a good idea!