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Strategic Planning: A Roadmap to Success for Your Organization

by
John Rossman



STRATEGIC PLANNING

A ROAD MAP TO SUCCESS FOR YOUR ORGANIZATION

DEBRA VINSON



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Synopsis

Strategic Planning: A Roadmap to Success for Your Organization is all about equipping you with the tools you need to both develop and execute an effective strategic plan for your organization. Whether for-profit, non-profit, or faith-based, organizations across the globe are failing and falling short of their goals and objectives, for one simple reason, they are failing to craft a strategy that will lead them to the success they desire. Strategic Planning: A Roadmap to Success for Your Organization will not only walk you through the steps for crafting a plan, but will also give you insight on the pitfalls to avoid, and how to pivot when necessary.

Sort review

About the Author Sara Horowitz founded the organization that became the Freelancers Union in 1995 and then launched the Freelancers Insurance Company in 2008. She is a MacArthur “Genius” Fellow, one of Forbes’ Top 30 Social Entrepreneurs (2011), and a writer whose work appears in the Huffington Post and The Atlantic online. She is Cornell-, Columbia-, Harvard-, and SUNY-educated, and comes from a long line of labor lawyers. Ms. Horowitz lives in Brooklyn, New York. --This text refers to the paperback edition. Review “We live in a gig economy today and there’s no better guide to making your way in that world than The Freelancer’s Bible. It will help you be savvier about building your brand and getting work.”—Tina Brown, Editor, Newsweek & The Daily Beast (Tina Brown, Editor, Newsweek & The Daily Beast) --This text refers to an alternate kindle_ edition edition.

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STRATEGIC PLANNING A Roadmap to Success for Your Organization DEBRA VINSON ENDORSEMENT If you're looking to grow, establish or reposition your organization for greater success, then I highly recommend Debra Vinson's Strategic Planning: A Roadmap to Success for Your Organization. Debra's extensive professional experience, educational background and passion for helping organization's create a structure for success, is evident throughout this book as she gives step-by-step guidelines, as well as pitfalls to avoid, when developing and executing your organization's strategic plan. Apostle Ron Wilson Senior Pastor, Full Gospel Christian Assemblies Int'l Strategic Planning, Copyright © 2017 by Debra Vinson. All rights reserved. Printed in the United States of America. No part of this book may be used or reproduced in any manner whatsoever without written permission except in the case of brief quotations embodied in critical articles or reviews. First Edition: January 2017 10 9 8 7 6 5 4 3 2

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FOREWORD Distinct determination, are the words any organization to achieve their business goals, success objectives and financial endeavors. Visionaries see the projected outcome in their minds, and it is imperative that fundamental steps are in place to help initiate a company's progress. This is most assuredly a precious commodity that needs to be considered for any business market in today's time. The manual Strategic Planning: A Roadmap to success is such a catalyst to convey this informative task. Pastor Dave White Executive Administrator, Day-to-Day Operations Full Gospel Christian Assemblies International ii

FOREWORD While in the contemplative stage of setting up a Strategic Plan, it is important that you are able to provide an overview from the key stakeholders. It is very difficult to understand and promote what you cannot visualize. Most plans fail to get off the ground because the vision from the top was not clear for take-off. Within this book, Debra Vinson has identified key components to help organizations understand strategizing, implementation and execution of a strategic plan. The key components in preparing a strategic plan should start with:

- Mission-Organization Purpose
- Vision-Drives Organizations Actions
- Core Values-Organization Advances Organizations Goals and Objectives

Debra will help you to establish the baseline for identification of these three standards critical to moving forward with your strategic plan. There are so many variables that are inclusive to the plan; however, once we lay the foundation for the plan there are other components that help in closing the deal. It is not enough to just put words on the paper and proclaim, it is finished and done. This is where we fail. We have a document that becomes a guiding force, but it has no wind. How do we get from Point A to Point B?

- Execution-Development, Education and Adjustment
- Implementation-Plan the Work and Work the Plan

Make sure that there is engagement by all stakeholders board, senior leadership, management and most critical, your frontline workers who are the organization's ambassadors. You should also have consistent messages that allow you to make adjustments, as noted by the writer, if it is not meeting the needs of the organization and benchmark where you are in the plan, as well as where your competitors are in relationship to your plan. Knowing where they are in relationship to you will help you to measure your success. When you begin to implement the plan all systems are go, now you can

begin to plan your work and work your plan. Work, plan and work, this is where you move your organization's operations. This body of work is your organizations Strategic Operations Manual. Brenda K. Mitchell, BA, MBA Executive Leadership Professional

INTRODUCTION "When it is obvious that the goals cannot be reached, do not adjust the goals, adjust the action steps" Confucius I wrote Strategic Planning: A Roadmap to Success for Your Organization because I enjoy seeing organizations stand for decades and become great leaders within their respective industry. Far too often, both small and large organizations fail either because they don't have a strategic plan in place, or their plan has not been updated since they initially created it. I hope this book on strategic planning has what you or your organization is looking for and that it helps you to move forward as a winning organization. "Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion."- Jack Welch 1

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