

CONSULTING SOLUTIONS



STRATEGY DEVELOPMENT AND REVIEW

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Every organization, regardless of its size, nature or purpose, must have a strategy that guides its day to day operations. The turbulent times and the changing market dynamics sweeping the world have proven that without an effective strategy in place, the organization will be at risk.

At EcoMan Training & Consulting, we have extensive experience in helping organizations develop strategies from scratch or review ones that are currently in place, to support them in attaining a favorable position or in sustaining one they currently hold. Our straightforward consulting solution in this domain relies on the use of our experience which extends for more than 60 years.



The methodology we use to help our clients produce a new strategy or review a current one can be summarized in the illustration below:

- 1 Situation analysis (SWOT, PESTEL)
- 2 Identification of Critical Success Factors (CSFs)
- 3 Key Performance Areas (KPAs)
- 4 Vision, mission and values
- 5 Strategic goals
- 6 Strategic Key Performance Indicators (KPIs)

THE PROCESS - EXPLAINED

1 Situation analysis (SWOT, PESTEL)

In Step 1, EcoMan facilitates a working session with the stakeholders aimed at analyzing the situation in the organization from various perspectives, including internal and external. The analysis is then reviewed by EcoMan experts who will eventually transcribe it in fat-free form so that the stakeholders can refer to it at a glance.

2 Identification of Critical Success Factors (CSFs)

3 Key Performance Areas (KPAs)

In Steps 2 and 3, EcoMan experts will work with the stakeholders to brainstorm a set of Critical Success Factors that serve the purposes identified in the previous stage. The objective of this step is to ensure the organization is capitalizing on its strengths and opportunities while mitigating its weaknesses and threats. The result of stages 2 and 3 will be a set of CSFs which includes organizational Key Performance Areas, core competencies and core values.

4 Vision, mission and values

In Step 4, EcoMan will facilitate a wordsmithing session to produce a Vision, Mission, and Value statement. The VMV will then be x-rayed by EcoMan experts to ensure that all organizational CSFs identified in the previous stages, have been accounted for.

5 Strategic goals

In Step 5, EcoMan experts will facilitate a session aimed at developing a set of organizational strategic goals, that are aligned and/or a subset of the VMV. Once the strategic goals have been identified, EcoMan experts will again review them before adding them onto the strategy document which by now has but one step before it is considered complete.

6 Strategic Key Performance Indicators (KPIs)

In Step 6, EcoMan will take each of the KPAs and strategic goals identified, and work with the stakeholders on producing a set of strategic Key Performance Indicators (KPIs) which the stakeholders can use to monitor the effectiveness of their strategy. Before being added as the final components of the strategy document, these KPIs will be the subject of a quality control process by EcoMan experts, who will review them to ensure they are valid and reliable.

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Section	Contents
1	Executive summary and purpose of strategy document (usually co-written by the organization's leader and Meirc subject matter experts)
2	Organizational SWOT analysis (with a PESTLE perspective)
3	Vision and Mission Statement
4	Organizational Values (with behavioral indicators)
5	Strategic Goals (organizational)
6	Strategic Key Performance Indicators <i>Note: the KPIs in this section could be based on a dashboard or balanced scorecard template</i>

Sample Representation

- 1 Situation analysis (SWOT, PESTEL)
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CONTACT US

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