



# 16 Step Guide to Strategic Development

for your own business

## 1 What is the most important thing to you about being in business?

All strategic planning processes need to identify for each owner what is the most important thing for them. What gets you out of bed in the morning? It is a high quality question to ask. It will be at the centre of all you plan for. Your strategic plan should plan for what you really want, not what you need or others tell you what you need to do.

## 2 Being different is more important than being better

All businesses spend a lot of time and energy trying to 'be better' than the rest. The problem is many businesses are trying in the same way! Standing out from the crowd by being different is easier than being better. In your strategic development process you will focus upon these aspects of planning for what you really want.

## 3 Ask 'what you really want' not 'why' or 'why not'

Don't get stuck in the 'paralysis of analysis'! This generally gets people stuck in negative thought processes with the focus upon perceived barriers. External factors are often real barriers you can do nothing about changing. Internal perceived barriers are able to be overcome, if you collectively choose to do so. Take your strategic discussion to a high level. Don't descend into the devil in the detail!

## 4 Ask the right questions of the right people to get the right answers

The only people who really know what you want for your business are you the owners. You are the right people! It is important to ask the right questions. The key to a successful strategic development process is to ask the right questions. This is fundamental to success.

## 5 The power of facilitation

The only way to ask the right questions of the right people is if the person asking is not an owner or interested party. In our experience trying to facilitate your own planning sessions simply does not work. By definition you cannot facilitate and participate at the same time. Why would you not want to participate in your own future? Quality facilitation is about asking skilled and well positioned questions, listening and keeping things on track.

## 6 One step at a time

The only step you have is the next step you take. We can only take one step at a time. Any more and we are likely to trip over! The key to success is simplicity. The simplicity of one step at a time works well in a structured strategic development or growth process. The simplicity of one step at a time enables a feeling of being more in control, and this is a good feeling.

failing to plan is planning to fail...

**JFP**  
STRATEGIC PLANNING  
AND IMPLEMENTATION

Guiding you through  
the Business Maze

## 7 Only primary stakeholders should attend

Only the primary stakeholders and your facilitator should attend the strategic planning session for your organisation. You will need to feel free, honest and focused. Without this there is a real danger of diluting collective buy-in, which is one of the major benefits of a strategic planning process. You can then cascade down your strategy once established and start the implementation process.

## 8 Success is a process, not a one-off event

It is one thing to have a clear and focused plan. However, success comes from having a clear plan bought into by the stakeholders and then implementing your plan and reviewing progress. We can coach and support you through the implementation process as part of a Growth Programme.

## 9 Strategic development is for a rolling 5 years

Although your strategic plan will be for the next 5 years, with a view to beyond, the whole planning process is a rolling approach. In one year's time you will need to review your progress and hold another full planning session, maintaining that feeling of being in control. In life things don't stand still.

## 10 Hold your sessions away from your place of work

For a free-flowing and focused session you need no interruptions. Equally you need everyone to be clear thinking and not distracted by problems. A quality environment encourages the best approach to what is a very important day. Give your business the luxury it deserves!

## 11 Simplify your marketing strategy

In your session focus upon three types of marketing strategy choices:

- 'Niche client' focused and with a small number of clients and where the Pareto 80:20 principle normally applies
- Total market focused where you sell to anybody
- Client market sector focused

Identify your strategy now and choose a strategy for the future for greater focus.

## 12 Identify and target your market sectors

In your strategic planning session you will review the market sectors you currently trade with and set targets going forward for growth in turnover. Your targets then become very specific and clear. Simply identifying market sectors is a powerful benefit to your business.

## 13 Product and service strategy

Once you know which market sectors you want to concentrate on and market to, the next step is to decide on your product and service strategy. How will you increase revenue to each of these sectors? Decide upon which product and service lines to market to which sector. Clear and specific.

## 14 Focus on 3 simple Key Performance Factors (KPFs)

In your session you may simply focus upon three simple KPFs:

- 1 Retain the customers you want
  - 2 Increase the annual spend of customers, sector by sector
  - 3 Gain the new customers you want
- Your session will focus upon targeting and monitoring of these 3 simple KPFs.

## 15 Implementation

Part of the success process is ensuring you implement your plans, reflect upon changes and continue to make progress. Success really is a process, not a one-off event.

## 16 You must have a written plan with actions

Your strategic development plan, will be your blueprint plans covering the next 5 years and until the next review. Therefore, it needs to be in writing and a clear and comprehensive record of your planning sessions. They are not reports! Actions always need to follow planning. Your plan should include an action plan with timed completion dates and responsibilities. The next step will be to review your progress.



**For more Information on our 16 Step Guide to Strategic Development, please contact us at:**

### JFP Strategic Planning

JFP House, Old Green Lane,  
Camberley, Surrey GU15 4LG

Tel: 01344 872230

[www.jfpstrategic-planning.co.uk](http://www.jfpstrategic-planning.co.uk)

**Success is a process,  
not a one-off event**