



# GFT

Global Finance Teams

## STRATEGIC PLANNING GUIDE

### About

This guide is meant to help you think about your business in a simple format of “Who, What, Where, When and How”

## Strategic Planning Discussions

Use these questions to come up with a big picture idea of how your business is doing, what is it that your business does well, where can you improve and what are some things that are nice to have.

## Develop Your Action Plan

Identify some key areas of business, such as people, process and product and address the current state then the desired state. As your team addresses the current and desired state of these key areas think about what it will take to get to the desired state.

## Timeline and Execution

After figuring out what actions need to be taken to get to the desired state, it is time to lay it all out in a calendar. When setting a timeline, assign any key performance indicator that needs to be tracked to measure the effectiveness of the plan.

## Strategic Planning Discussions

<b>Objective</b>
<ul style="list-style-type: none"> <li>▪ How did we get here?</li> <li>▪ What do we do well?</li> <li>▪ Where can we improve?</li> <li>▪ What would we like to see?</li> </ul>
<b>Trends in the Industry and Competition</b>
<ul style="list-style-type: none"> <li>▪ Who are our competitors and what are they doing?</li> <li>▪ Strength, Weakness, Opportunities and Threats</li> <li>▪ External Analysis</li> <li>▪ Market Scan</li> </ul>
<b>Vision</b>
<ul style="list-style-type: none"> <li>▪ Where are we going?</li> <li>▪ Why should we go there?</li> <li>▪ What is winning</li> <li>▪ Discussion on 1,3 and 5 year Vision</li> </ul>
<b>Mission and Purpose</b>
<ul style="list-style-type: none"> <li>▪ Why do we exist?</li> <li>▪ What do we do? (services or products)</li> <li>▪ Who do we do it for? (demographics/markets)</li> </ul>
<b>Values</b>
<ul style="list-style-type: none"> <li>▪ What is working, what is not?</li> <li>▪ What negative behaviors should we address?</li> <li>▪ How is our stated Values different from our actual behavior?</li> <li>▪ How can values support our growth and success?</li> <li>▪ Why change?</li> </ul>
<b>Strategic priorities</b>
<ul style="list-style-type: none"> <li>▪ How are we going to get there?</li> <li>▪ What do we need to do?</li> <li>▪ How are we going to measure it? (KPIs, Key Performance Indicator)</li> <li>▪ Develop Action Plan (Use Guide Below)</li> <li>▪ Set Milestones / Targets and dates</li> </ul>
<b>Financial Planning</b>
<ul style="list-style-type: none"> <li>▪ Research and get cost estimates</li> <li>▪ Build Financial Models</li> <li>▪ Test out scenarios</li> <li>▪ Determine Feasibility of business plan</li> </ul>
<b>Execution</b>
<ul style="list-style-type: none"> <li>▪ Focus on Strategic Priorities</li> <li>▪ Hit Your Milestones</li> <li>▪ Track your KPIs and compare them against projections</li> </ul>

## Develop Your Action Plan.

Where are we now?	Where do we want to go?	How do we get there?
Current State	Desired State	Action
<b>People</b>		
<i>Who are my team members and my consultants? What skills do they bring to the table?</i>	<i>Who do I need to hire or consult? What skillsets does the business need?</i>	<i>What do I need to do to find the talent or acquire the skills?</i>
<b>Product</b>		
<i>What products / services am I providing now? Who are the customers? Who are my Suppliers?</i>	<i>What products / services do I want to provide or remove? Who are the customers I want to provide them to? Do I need to change my supplier?</i>	<i>What do I need to do to develop the products / services? How do I market to the customers I want to reach? How can I find a new supplier?</i>
<b>Process</b>		
<i>What are my business operation processes and how efficient are they in serving my customers? (Include administrative back office processes)</i>	<i>What business processes do I want to implement and how will they improve efficiency? (Include administrative back office processes)</i>	<i>What software, equipment or steps do I need to change the current process?</i>
<b>Regulations</b>		
<i>What is the current government regulation climate? Which government regulations am I currently complying with and what are my risks?</i>	<i>What will the future regulatory climate look like? Will taxes become lower or higher? What government regulations do I need to comply with.</i>	<i>What forms do I need to file? What fees do I need to pay? Who do I need to talk to?</i>

Rank	Strategic Priorities
1	
2	
3	
4	

# Timeline of Execution

2020 Key Strategic Initiatives			
Jan	Feb	Mar	Apr
May	Jun	Jul	Aug
Sep	Oct	Nov	Dec