



Balancing Strategic Planning Elements for Success

An Interactive Presentation by Kramer Management Consulting
2011

Kramer Management Consulting



"Specializing in the Construction Industry"

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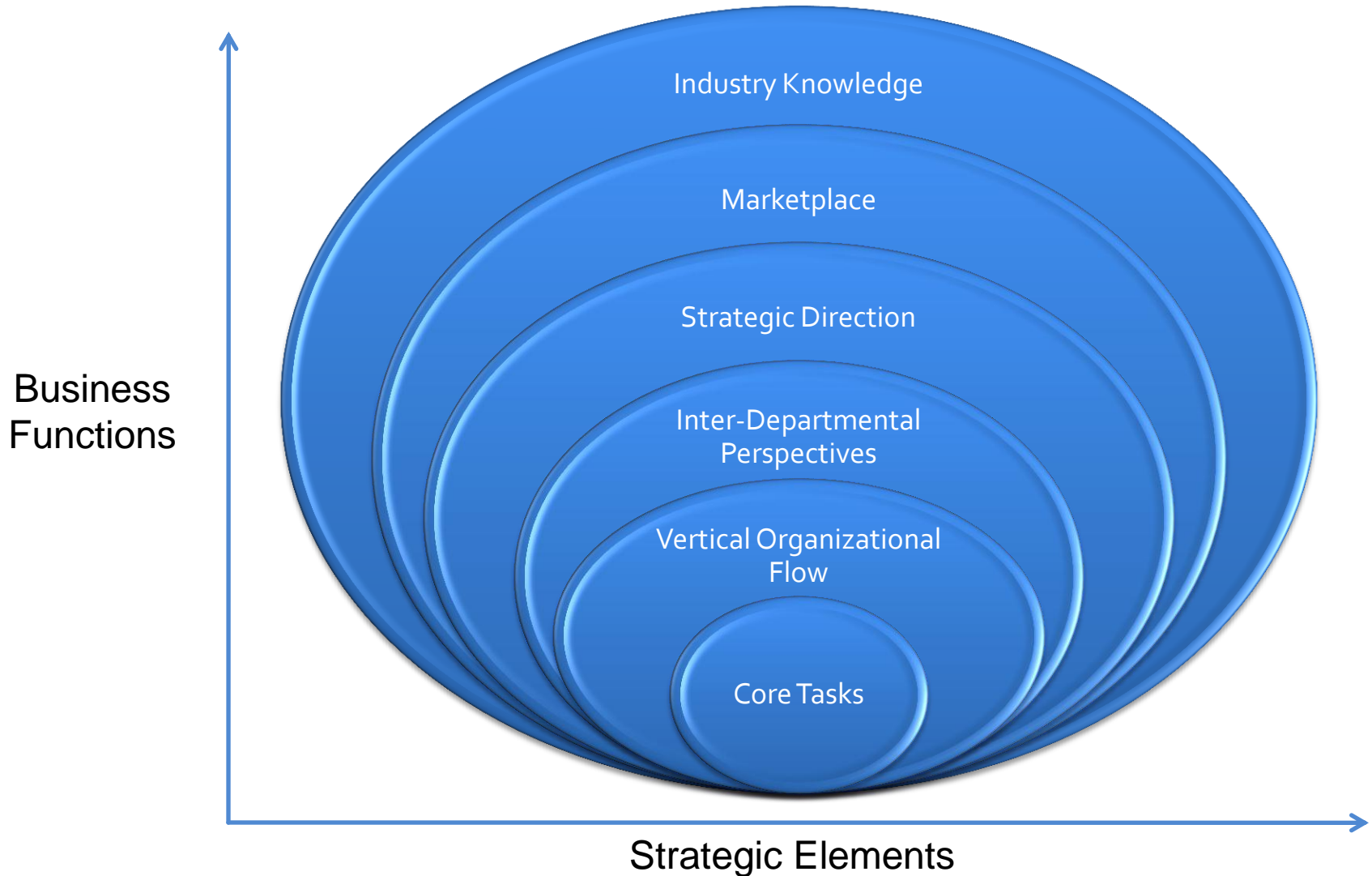
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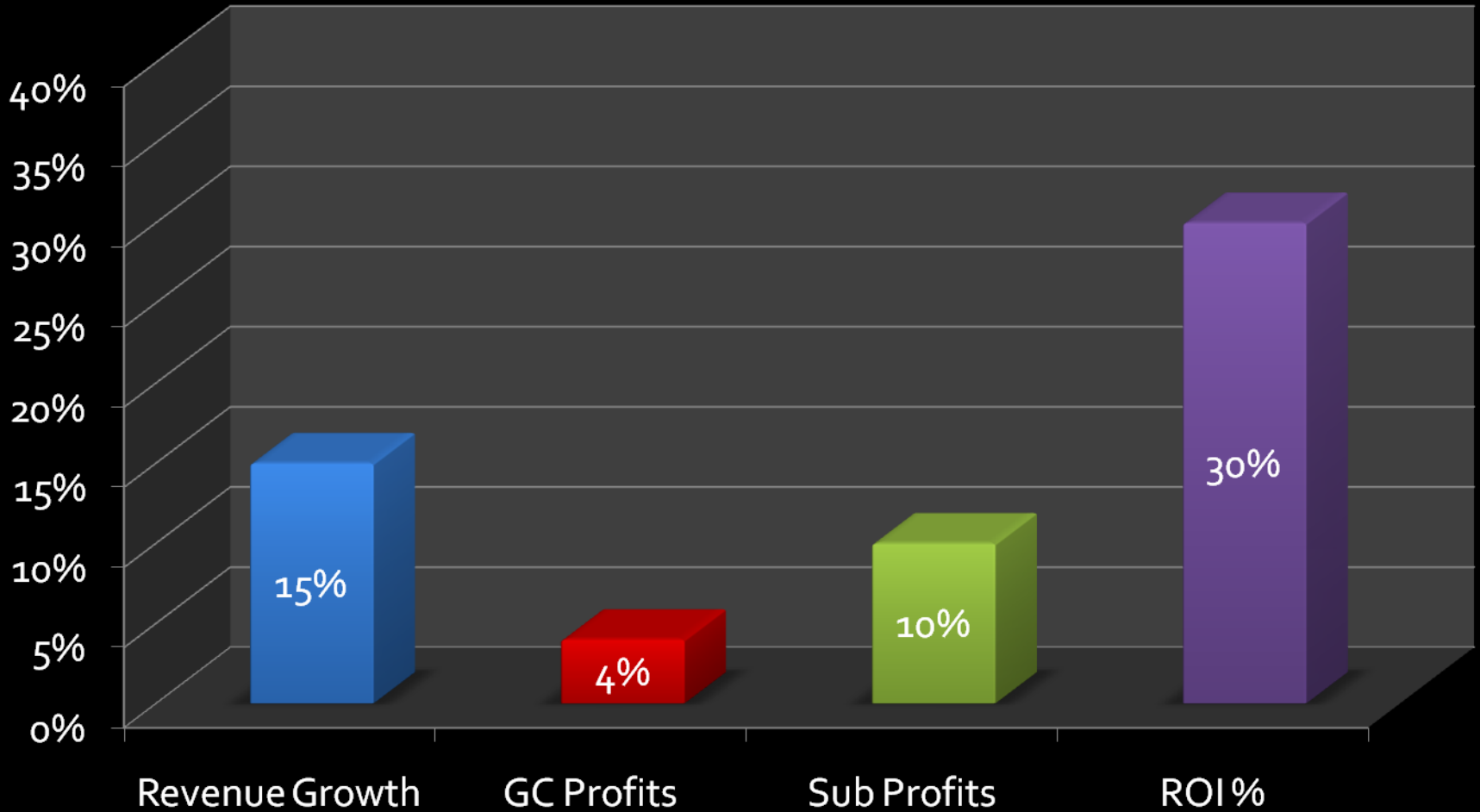
Seminar Objectives

- Outline your company's 3-5 year strategic plan for sustainable success
- Develop a long-term strategy that aligns internal functional resources through Management and Owners to the external marketplace
- Incorporate all strategic elements into plan
 - Business Environment
 - Organizational
 - Company Culture
 - Leadership
 - Technology
 - Compensation

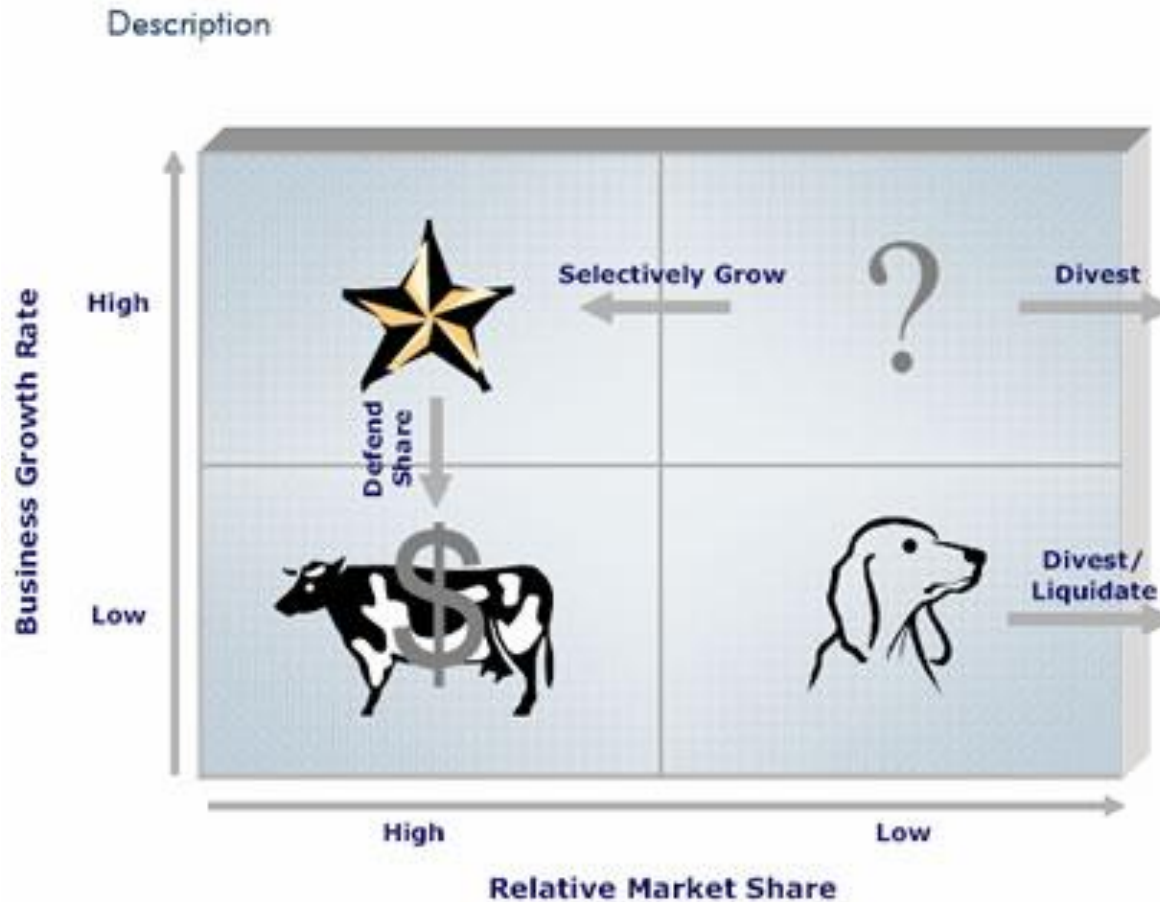
Gathering In-Depth Information



Performance Targets: Revenue Growth, Profits, and ROI



Strategic Plan for Sustainable Success – Growth/Divestiture Decision Chart



Performance/Cultural Compatibility Grid

HIGH	<p>Slacker but Well Liked:</p> <p>Training Required</p>	<p>Top Performers & Well Liked:</p> <p>KEEP</p>
LOW	<p>Poor Performer & Not Liked:</p> <p>TERMINATE</p>	<p>Top Performer but Not Liked:</p> <p>Training Required</p>
	LOW	HIGH

Performance

Following Through on Visionary Leadership

- **Overall Company Vision**
- **Strategic Planning Key Results**
- **Roll Out to Employees During Company Meeting**
- **Quarterly Follow-Up Meetings**
- **Motivate Employees to Implement**