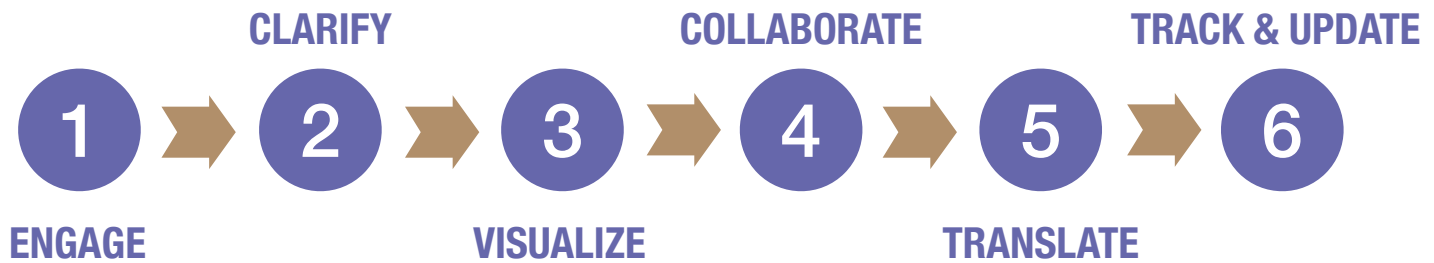


# Your Path to Extraordinary Results

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## The Strategic Directions Planning System

### 6 essential & straightforward steps

1. **ENGAGE** employees and other key stakeholders through inclusive conversation, information sharing, active participation, and recognition along the journey to – and through – execution of the organization’s strategy.
2. **CLARIFY** leadership’s collective understanding of the evolving business landscape including compelling opportunities and vulnerabilities.
3. **VISUALIZE** an explicit picture of what success will look like 3 or so years in the future based on your strategic focus and a clear understanding and endorsement of the organization’s stated purpose, i.e., “why we exist.”
4. **COLLABORATE** on making informed choices on strategic priorities (major issues) and the initiatives and projects designed to achieve desired outcomes.
5. **TRANSLATE** strategic choices into executable and fully resourced actions with clear accountabilities and responsibilities.
6. **TRACK & UPDATE** action plans every 90 days to ensure that actions remain fresh and relevant.

### that will enable you to...

deal with silos that aren’t working well together, conflicting priorities, and other tough challenges.

laser focus leaders and their teams on seizing opportunities to perform at the highest level.

remove the tendency to play it safe and achieve mediocre results.

reap the rewards that an unwavering commitment to a hands-on and continuously updated plan of execution makes possible.

focus your efforts on a limited number (no more than 5) of strategic priorities.

build greater resiliency & agility into your day-to-day operation.

identify a strategic focus that serves as a filter for decisions on goals and major initiatives.

build staff engagement by sharing your purpose, strategic focus, vision, goals, & performance.

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### About Strategic Directions

Launched in 2014, our mission is to help our clients achieve extraordinary results by being more people-centred and focused. Our services range from managing an end-to-end strategic planning assignment, to facilitating workshops and conducting employee and customer research.

Got a question? Call or email Chris Ward, Principal:  
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