



## Strategic Planning

We all hold the key to the future of our business. That key resides within a well-conceived Strategic Plan that will uncover opportunities and provide the road map and resources needed to assure long-term success.

Business owners and leaders today have found that developing a strategy and an implementation plan is far more effective than leaving the future to chance. Developing a strategy, a vision, a mission and a specific plan of action contributes to long term sustainable success. When implemented, it creates higher levels of motivation and commitment, and fuel continuously higher levels of achievement from each individual in the organization.

The Aspire Strategic Business Planning process provides the format to assess the environment, set long-range goals as well as to develop specific implementation strategies. This results in the alignment of organizational resources to support the realization of its mission.



### Key Areas within the Aspire Advantage for Strategic Planning Process:

- The Elements of a Strategic Plan
- External Assessment and Trend Analysis
- Internal Assessment
- Resources
- Strengths and Limitations
- Vision and Mission Statements
- Goals
- Budgeting
- Communication
- Sales Plan
- Ongoing Review of the Plan

### Measurable Outcomes and Results:

- Increased Market Share
- Improved Customer Retention
- Improved Employee Retention
- Defined Direction
- Proactive Management
- Trends Identified
- Purpose Created

### The Aspire Formula for Success:

$$\text{Ask} + \text{goals} = \text{PBC} \rightarrow \text{IR}$$

Attitudes  
Skills  
Knowledge

Positive	Improved
Behavior	Results
Change	

#### Aspire Consulting, Ltd.

One Horseshoe Drive  
Hyde Park, NY 12601  
(845) 803-0438

Email:

[info@AspireAdvantage.com](mailto:info@AspireAdvantage.com)

Online:

[www.AspireAdvantage.com](http://www.AspireAdvantage.com)

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