



HEWAT STRATEGIC EDGE

ENABLING LEADERS

STRATEGIC

Driving Customer Value

STRATEGIC
FRAMEWORK
PLANNING

BUSINESS
PARTICIPANT
GUIDE

© SESSION I

WELCOME TO OUR STRATEGIC FRAMEWORK PLANNING SESSION

The purpose of the Strategic Framework Planning Session is to enable our organization to chart a path to success. The session will assist our organization to manage the complex, competing demands we face and to create an organization that will meet our customers' and shareholders' needs over the long-term.

Like other Businesses we must:

- Create value for our customers; and
- Have a sustainable business model.

THIS STRATEGIC FRAMEWORK PLANNING SESSION IS ORGANIZED TO:

- Maximize our participation in focused discussions;
- Facilitate decision making; and
- Complete the process with clarity, consensus and conciseness.

IN THESE SESSIONS WE WILL CREATE ANSWERS TO SOME FUNDAMENTAL QUESTIONS:

- Where are we going?
- How will we know when we have arrived?
- How are we going to get there?

THIS IS A PROVEN PROGRAM

We have selected this program, developed by Hewat Strategic Edge Ltd. because of its proven track record.

Hewat specializes in providing resources to support Businesses.

This program has been used successfully by hundreds of organizations in North America & Europe.



ORGANIZATIONAL UNCERTAINTY AND THE NEED FOR CERTAINTY

We can all find examples in organizational life that have the effect of creating uncertainty about:

- Our purpose
- Expected accomplishments; and
- Understanding our roles in achieving success



WHAT IF WE DON'T CREATE A NEW STRATEGIC DIRECTION?

- A lack of clarity about what we are trying to accomplish creates uncertainty.
- Uncertainty generates a lack of confidence.
- A lack of confidence breeds subpar performance.

BENEFITS OF A CLEAR STRATEGIC DIRECTION

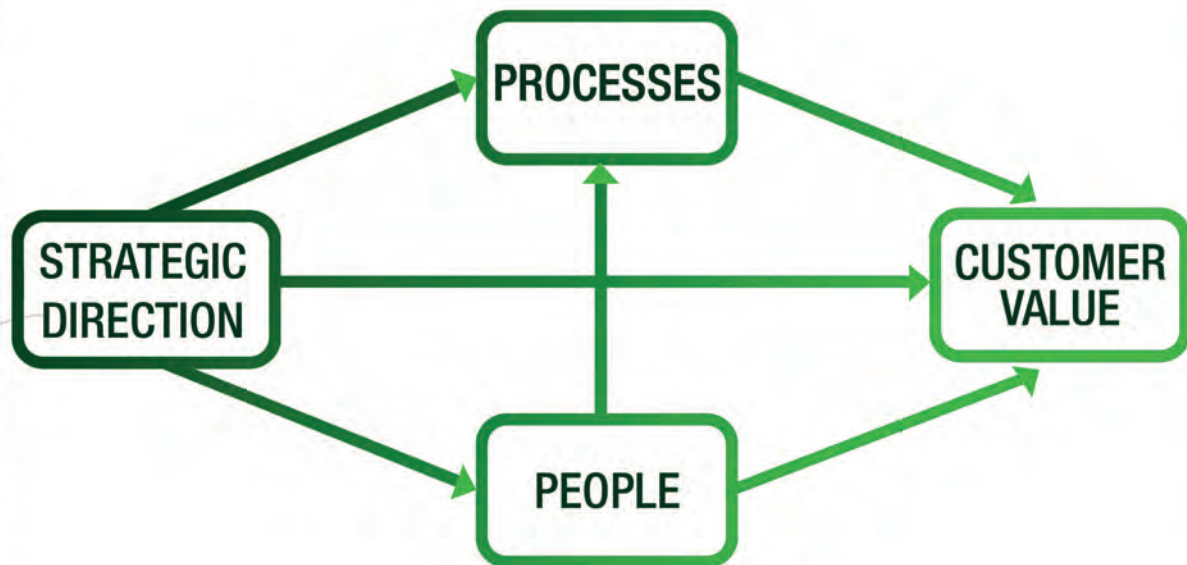
- Allows us to see the future as clearly as the past
- Enables us to focus on what's most important
- Reminds us to stay on course, in order to achieve the vision we set for ourselves



MODEL FOR BUSINESS

It often helps to create a context for our discussions. While models are simplistic representations of a very complex world, they can help frame our discussion.

THE FOLLOWING MODEL HIGHLIGHTS FOUR ELEMENTS OF BUSINESS SUCCESS:



Let's briefly examine each element to determine how they impact the ability of the business to succeed.

CUSTOMER VALUE

We have customers because we can help solve their problems or satisfy their needs. We do this by creating value for our customers, through offerings of value propositions.

Each value proposition consists of a selected bundle of products and/or services that cater to specific sets of needs within specific customer segments.

Each value proposition offers some combination of alleviating our customers' pains, achieving our customers' gains, or simply helping our customers to get a job done.

We have a viable value proposition when our product and services match our customers' pains, gains and jobs.

Sustainable & Profitable

Value is a two-way street. We need to offer value to our customers, but it is essential that we capture value for our business. Shareholders expect that we are creating enduring value. They are investing with the expectation that the value of the business will grow through profitable transactions with our customers.



Lined writing area for notes.

STRATEGIC FRAMEWORK

STRATEGIC FRAMEWORK	VISION _____ OUR VISION STATEMENT			
PILLARS OF SUCCESS	PILLAR #1	PILLAR #2	PILLAR #3	PILLAR #4
STRATEGIC INTENT				
STRATEGIC OBJECTIVES	By _____, we will:	By _____, we will:	By _____, we will:	By _____, we will:
MEASURES	DASHBOARD			
KEY INITIATIVES	<ul style="list-style-type: none"> • • • • • 	<ul style="list-style-type: none"> • • • • • 	<ul style="list-style-type: none"> • • • • • 	<ul style="list-style-type: none"> • • • • •

