

# Strategic Planning Checklist - Public

## 1. Define Your Mission and Vision:

- Clarify your company's mission statement, which describes its purpose, and the vision statement, which outlines its long-term goals.

## 2. SWOT Analysis:

- Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to assess your internal and external business environment.

## 3. Set Clear Objectives:

- Establish specific, measurable, achievable, relevant, and time-bound (SMART) objectives for your business.

## 4. Identify Key Performance Indicators (KPIs):

- Determine the KPIs that align with your objectives and will help measure progress.

## 5. Stakeholder Analysis:

- Identify and understand the needs and expectations of your stakeholders, including customers, employees, investors, and partners.

## 6. Competitive Analysis:

- Analyze your competitors to identify their strengths, weaknesses, and strategies.

## 7. Market Research:

- Gather market data to understand customer preferences, industry trends, and emerging opportunities.

## 8. Value Proposition:

- Define your unique value proposition (UVP) to differentiate your products or services in the market.

## 9. Target Audience:

- Identify your ideal customer persona and target market segments.

## 10. Strategic Goals and Priorities:

- Establish high-level strategic goals and prioritize them based on importance and feasibility.

## 11. Action Plans:

- Develop action plans with specific tasks, responsibilities, timelines, and resources needed to achieve your strategic goals.

#### **12. Resource Allocation:**

- Determine the resources (financial, human, technological) required to implement your strategies.

#### **13. Risk Assessment:**

- Identify potential risks and challenges that may affect your strategic plan and develop risk mitigation strategies.

#### **14. Communication Plan:**

- Create a communication plan to inform employees, stakeholders, and partners about the strategic direction.

#### **15. Implementation Timeline:**

- Create a timeline that outlines key milestones and deadlines for strategy execution.

#### **16. Performance Metrics:**

- Define how you will measure progress and success against your KPIs.

#### **17. Regular Review:**

- Schedule periodic reviews and assessments to monitor progress and adjust strategies as needed.

#### **18. Employee Alignment:**

- Ensure that employees understand and align with the strategic goals and objectives.

#### **19. Feedback Mechanism:**

- Establish a mechanism for collecting feedback from employees, customers, and stakeholders to inform adjustments to the plan.

#### **20. Adaptability:**

- Build flexibility into your strategic plan to adapt to changing market conditions or unforeseen challenges.

#### **21. Strategic Partnerships:**

- Explore potential strategic partnerships that can help achieve your objectives.

#### **22. Sustainability and CSR:**

- Consider sustainability and corporate social responsibility (CSR) initiatives as part of your strategic planning.

#### **23. Budgeting:**

- Allocate budget resources to support the implementation of your strategic plan.

## **24. Succession Planning:**

- If applicable, include succession planning as part of your long-term strategy.

## **25. Final Approval:**

- Obtain final approval from key stakeholders for the strategic plan.

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