

STRATEGIC BUSINESS LEADER[©]

Planning for Success

www.StrategicBusinessLeader.com

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Planning Insight From *Strategic Business Leader*[©]

A Tale of Two Teams

Two professional sports teams offer lessons in strategic thinking and action.

The Detroit Lions went 0-16 last season. They are changing the logo on their uniforms to display a more aggressive Lion.

The Chicago Blackhawks were mired deep in the standings for years. Attendance suffered. Owner Bill Wirtz would not allow a game to be broadcast on TV unless the seats were sold out. The less exposure the team had, the worse attendance became and the more blasé and negative potential fans became about the team. Fewer Chicago area kids took up hockey as a sport.

For the Lions, changing the uniforms has the feel of the captain changing the position of the deck chairs on the Titanic when he should be concerned about the iceberg the ship has just collided with. Yet changing the logo as part of an entire make-over of the team and franchise can indeed be recognition of a new paradigm for the Lions and a different organization and brighter future.

For the Blackhawks, the narrow view of the owner, who refused to recognize that TV drove exposure, interest, allegiance and attendance, was sinking the team. After he died, his son hired the former marketing chief for the Chicago Cubs and put the games on TV. In very short order the young team and a new coach stepped up in the changed circumstances, the buzz about the team changed to positive and attendance soared, setting league records. The team made the play-offs for the first time in years.

When you are mired in a rut and things are going poorly, you have to face reality, address any wrongheaded fundamental assumptions the organization might be making and change.

When change is called for, be sure it is strategic and not superficial. The marketplace will quickly sort out if change is for real and fundamental, or just changing a logo and nothing else.

If you commit to change the things that are barriers to being more successful, the turn-about can be quicker than you might hope.

— Lee Crumbaugh, founder, *Strategic Business Leader*[©]

Did you know?

A study by Dan Geller found that micro companies - startups, entrepreneurs and businesses with 25 or fewer employees - are at a greater risk of failure simply because they have a much lower rate of strategic planning than larger companies.

Strategic Planning Focus of the Week:

Strategic Assets Lead to Strengths

It's important to take the organization's assets and strengths into account and to build on them in the visioning process.

From a strategic planning perspective:

- An organizational strength is an internal attribute of the organization that contributes to achieving the vision.
- An organizational strategic asset is a resource available to the organization from which a strength can be derived.

An asset is latent. It becomes the basis of a strength only when it is employed as part of the strategic vision.

For example, a wood lot could be strength or not. It incurs taxes, has a risk of fire, there are costs maintain it and possible zoning challenges to worry about. It's a strength when employed in a strategic vision as a source of lumber, Christmas trees, or as a set-aside for government to purchase. Or consider a truck. If it sits, it still incurs costs of licensing and requires space. It's a strength when used to deliver goods.

Determine the organization's strengths and ask, to what compelling possibilities do they lead?

Strategic Vision of the Week

Ice Energy: "A cleaner, smarter, more sustainable power grid."

Strategic Planning Quote of the Week

"No amount of sophistication is going to allay the fact that all your knowledge is about the past and all your decisions are about the future." — Ian E. Wilson

**Need cost- and time-effective strategic planning that works?
Strategic Business Leader[©] is your answer**

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Strategic Business Leader® is committed to delivering a strategic planning system, templates, tools and support that work.

We avoid what's wrong with strategic planning as it has generally been applied.

Our Fast Track Strategic Planning System® focuses on what's most important:

- Strategic Vision.
- Strategic Gaps.
- Strategies with Action Steps to close the Gaps and move toward the Vision.

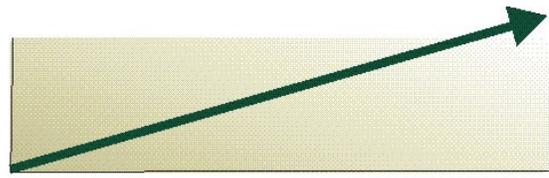


Our Fast Track Strategic Planning System® uses the knowledge and insights of the participants, based on Participative Process Consulting. The process and the facilitator provide the structure. The planning team decides where to go and how to get there.

Our Fast Track Strategic Planning System® is tested. It's a highly efficient process. It recognizes the reality that in today's world, organizations can devote only so many hours to planning. It's derived from experience working with many organizations – from large corporations and businesses to associations, educational institutions and not-for-profits.

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STRATEGIC BUSINESS LEADER® Planning for Success

Strategic Business Leader® makes techniques, tools and training for achieving strategic success accessible for all organizations.

Our vision is every organization creates a plan with strategies and action steps leading to greater success.

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Don't delay! Without a strategic vision and a plan to get there, your future is not as bright as it can be.

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