



# The Hull Explanation

SPECIALISTS IN HUMAN RELATIONS & ORGANIZATIONAL DEVELOPMENT,  
FACILITATION, TRAINING AND SPEAKING

"The best way to predict the future...create it." -Unknown

## The What's and Why's of a Strategic Plan

### What is strategic planning?

Strategic planning is the process of determining **what** an organization ideally intends to do in the future (vision) and **how** it will get there (strategy).

### Why plan?

Planning is the heart of any successful organization. It allows you to anticipate changes in the environment and act deliberately.

### Can my organization survive without a strategic plan?

Yes, but the organization won't thrive in this economy. Strategic planning is necessary, in order to be successful in this competitive environment. If you don't know which direction you are heading and **how** to get there; **how** can you best utilize your resources?

### How often should I plan?

Typically, an organization creates a 35 year plan and revisits it annually. However, in this rapidly changing environment, the organization must be flexible enough to react to any unexpected event and make changes in their plan accordingly.

### Can I do it myself?

Absolutely. No one knows your organization better than you do. Likewise, no one has a clearer understanding of your organization's purpose and goals. Nevertheless, a trained facilitator can benefit your organization for several reasons.

#### **A trained facilitator**

- ?? has experience in the subject matter
- ?? helps generate new ideas
- ?? has an unbiased opinion

### Does that mean I let the facilitator do all the work?

Not at all. The organization and the facilitator will work together to develop a process to generate ideas, goals and objectives to coordinate and implement a plan.

#### Vision v. Strategy A planning comparison

##### **Vision**

- ?? Idealistic
- ?? Holistic view
- ?? Creative
- ?? Work backward from the future
- ?? Abstract
- ?? Language is hot, spirited, intuitive, poetic
- ?? Public

##### **Strategy**

- ?? Directional
- ?? Linear
- ?? Proactive
- ?? Work forward to the future
- ?? Concrete
- ?? Language is cool, rational, focused, bureaucratic
- ?? Confidential

## Strategic Team

**A successful strategic team can best be compared to a sports team, where victory lies in the hands of the players who assume key positions in a game.**

Many organizations use a team of people to create a strategic plan. This team includes staff and board members who assume roles on a strategic team.

#### Your **facilitator**:

Has experience in the subject  
Helps develop and communicate the plan

#### Your **dreamers**:

Have the imagination and creativity  
Inspire plans with fresh and original ideas

#### Your **thinkers**:

Come up with ideas  
Think through problems that may occur

#### Your **planners**:

Calculate and decide how to make things happen  
Determine what it will take to be successful

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Your **explorers:**

Explore the options  
Evaluate risks and all sides of an issue  
Consider consequences of decisions/choices

Your **doers:**

Put ideas into action  
Invent the means to accomplish the end result

# The Corporate Couch

Dear Dr. Mimi:  
About five years ago, our board spent time doing a strategic plan only to have it sit in its folder while we continued to do business as usual. We are no further along than we were five years ago. What did we do wrong? Some people now have the mindset that strategic planning just doesn't work.

**-Poor Planner**

The plan should have been the working document for every action and every decision that you made. We work with organizations to teach them to tie agenda action items to the plan. If you don't work

"Action without vision passes the time, vision without action is a dream, vision with action can change the world."  
-Joel Arthur Barker

"Where we stand is not as important as the direction in which we are moving."  
-Oliver Wendell Holmes Jr.

### Business Trappings

Only 31 percent of business managers will leave the office for more than a week every year.

25 percent have earned more than two weeks of vacation.

One in five won't leave home while taking days off.

26 percent will be in daily contact with their offices.

survey conducted by the American Management Association

# Finding the Fit

**A strategic plan for your company or organization can help determine what your organization wants to be and how it will get there.**

In your organization there exists three sets of forces; your mission, your strengths and weaknesses and your opportunities and threats. An effective strategic plan will help you to overlap these forces and will answer questions like:

- ?? Is your mission clear?
- ?? What is needed and feasible in your service area?
- ?? What are you capable of doing?

Your organization's **mission** should define who you are and what you do, and provide direction for specific goals to be developed based on that mission. For example, the mission of **Hull & Associates** is to help organizations improve their business results with products, processes and services that bring out the best in their people. Our goal is to help organizations do things like strategic planning, team-building, leadership development and customer service.

Your organization's **strengths** and **weaknesses** should acknowledge the capabilities and resources your organization has or does not have. Are you technologically advanced? Do you have turnover? Are you seen as a leader in your field? How do you know if you have great customer service?

Finally, your **opportunities** and **threats** should address the needs of your customers and stakeholders, your presumable competitors and allies and the social, economic, political and technological forces that can and will affect your organization. How is the current market affecting you? Are there other competitors moving into your area? What is their reputation? How will today's current events impact your business and your customers?

Your organization needs to find its niche, its direction and its fit, especially in these unstable times. With a strategic plan, your organization will not just survive, it will thrive.

For more information on Strategic Planning, please don't hesitate to contact Hull & Associates; information listed below for your convenience.

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