

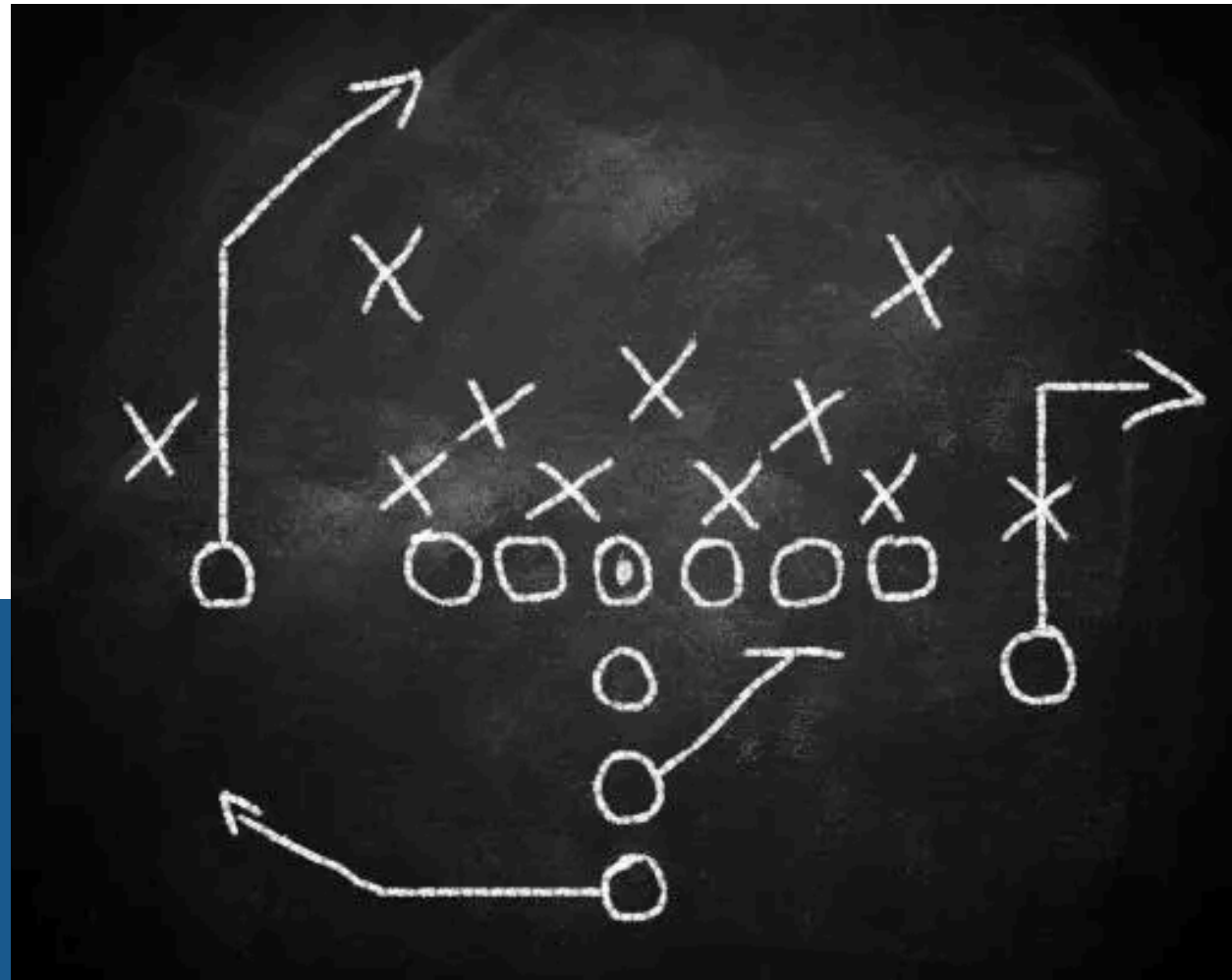
Strategic Frameworks

Envision, Align & Accomplish



Strategy Matters

- ▶ Offers direction and control
- ▶ Focuses your efforts towards goals
- ▶ Avoids wasted time and resources
- ▶ Creates better decision making
- ▶ Defines identity and purpose



To be successful in almost anything, you need a plan of action. Strategy is the **key** to efficient, effective business.

Strategic Planning

Business

Project


Personal Brand

Side Hustle




Learning Objectives


Understand the key components of strategic planning




Determine the purpose for your strategy and the goals you want to achieve



Understand the environment in which your plan exists



Identify your message, resources and operational needs



Strategic Thinking

Critical thinking that can be applied to businesses, teams or individuals

- Future-oriented: consider the past, present and future
- Analytical: analyze critical factors and variables
- Innovative: Identify opportunities and find creative solutions
- Adaptable: Respond to challenges and plan for future issues





Define your Purpose

Mission

A statement that describes your purpose and what you do

Vision

A statement that outlines what you hope to achieve in the future

Values

The guiding beliefs and principles that define how you operate



What

Why

How



Mission Statement

To inspire and nurture the human spirit — one person, one cup, and one neighborhood at a time.

Vision Statement

To establish Starbucks as the premier purveyor of the finest coffee in the world, while maintaining our uncompromising principles while we grow.

Values

Craft.
Courage.
Results.
Belonging.
Joy.



Mission Statement

To organize the world's information and make it universally accessible and useful.

Vision Statement

To provide access to the world's information in one click.

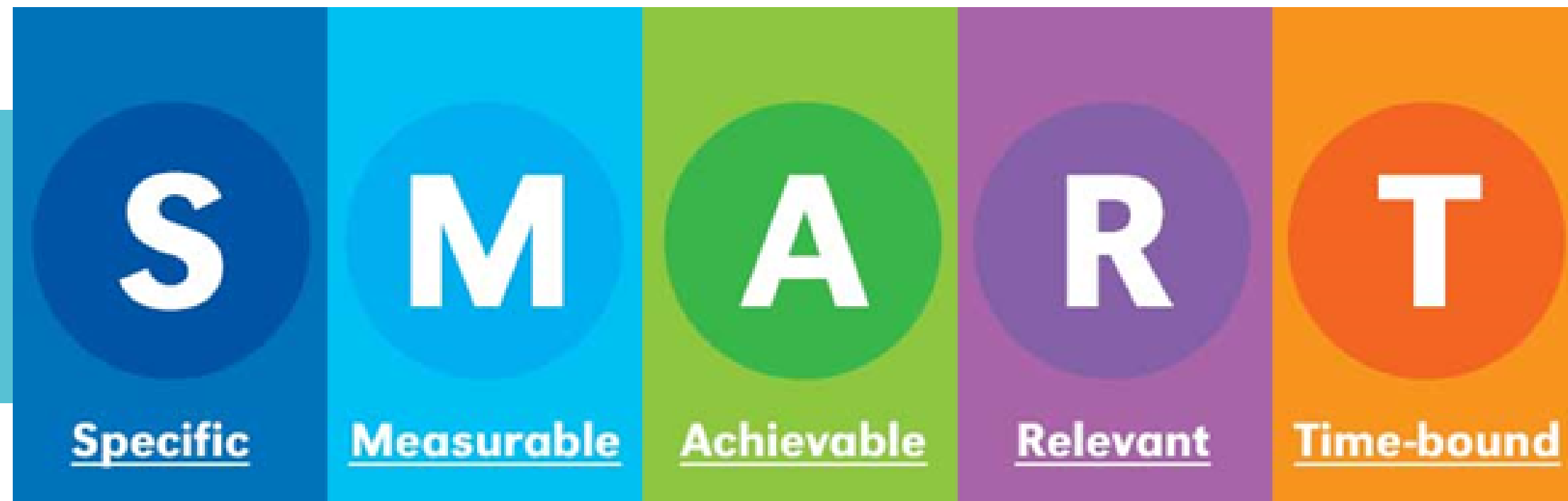
Values

Protecting users.
Building belonging.
Expanding opportunity.
Responding to crises.
Advancing sustainability.



Goals

- Prioritize the most critical initiatives and allocate resources accordingly
- Goals provide direction and a clear way to measure your progress.
- Without them, you may struggle to stay focused on your path from where you are now to where you want to be.





Goals



- What do I want to achieve?
- What steps will I take to achieve it?
- In what timeframe?
- How will I know I accomplished it?
- What does success look like?



Understanding your Environment

SWOT Analysis

STRENGTHS

WEAKNESSES

INTERNAL

Attributes of the Organization

EXTERNAL

Attributes of the Current Environment

OPPORTUNITIES

THREATS



SWOT Analysis

Example



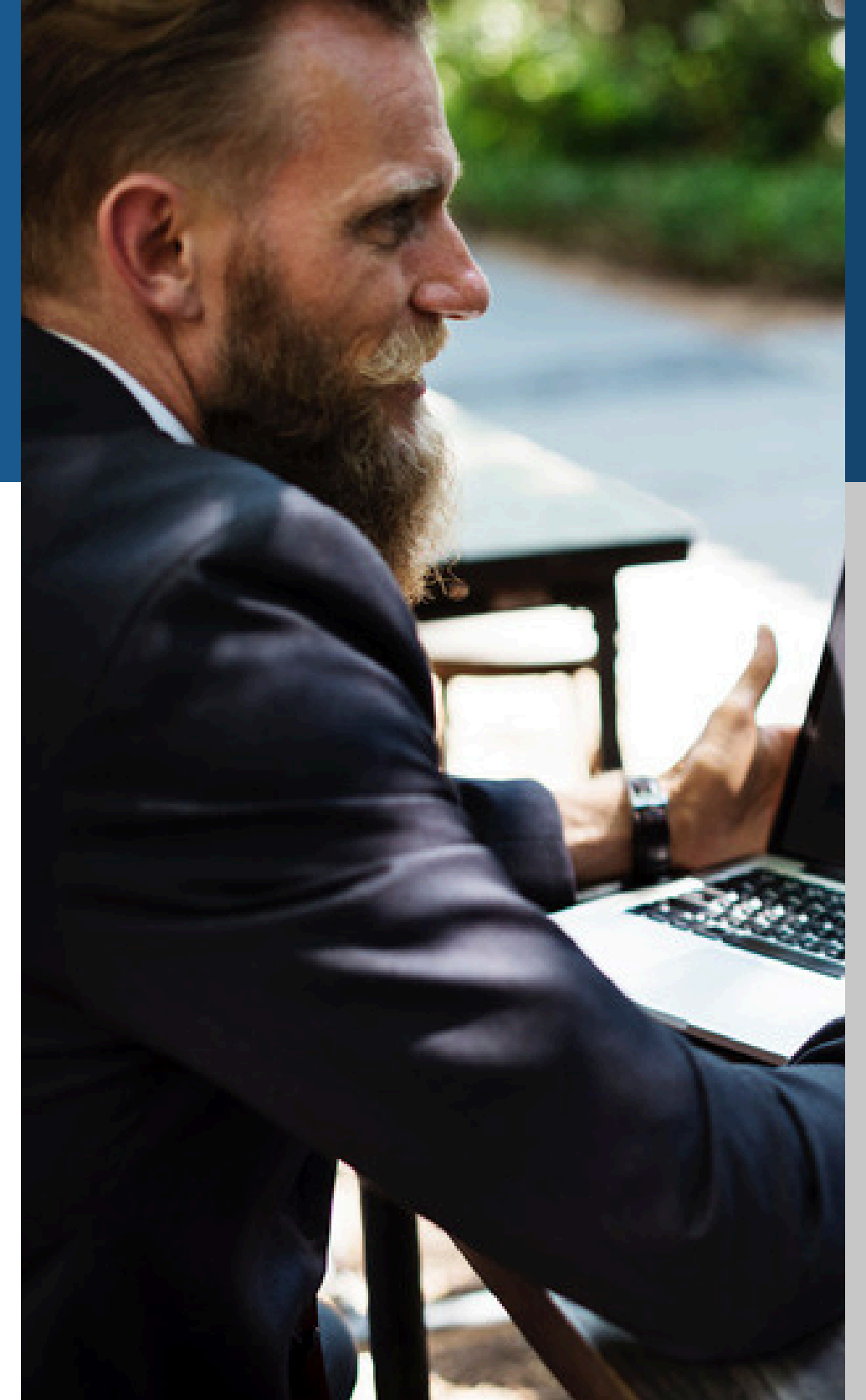
SWOT Analysis Example

Strengths	Opportunities
<ul style="list-style-type: none">• Innovative product offering• Affordable prices• Loyal current users	<ul style="list-style-type: none">• Expand social media presence• Work with industry influencers
Weaknesses	Threats
<ul style="list-style-type: none">• Not enough brand recognition• Not resources spent on marketing	<ul style="list-style-type: none">• Tough competition• Supply chain challenges• Tough job market



Competitive Advantage

- Identify your unique features.
- What make you stand out from the competition?
- What's your value proposition?

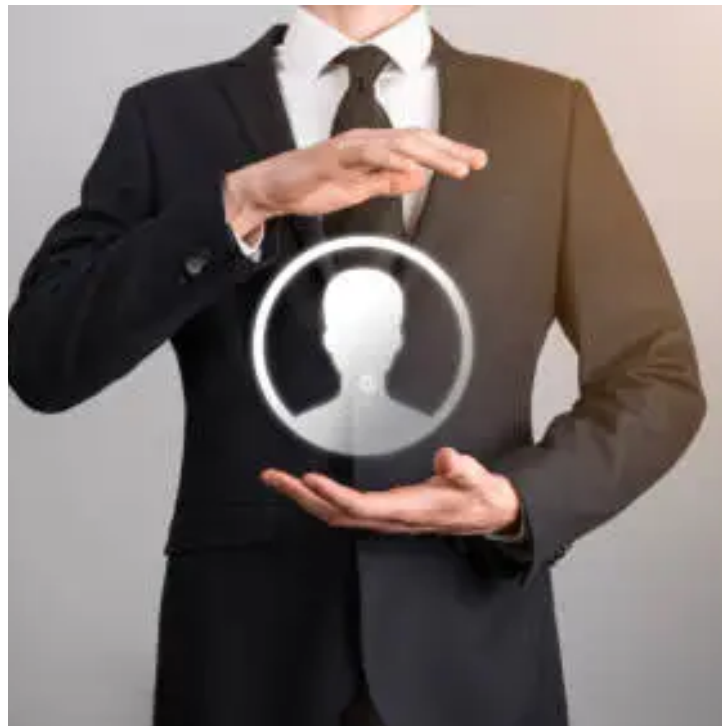


Consider the competitive environment and what drives success or failure



Determine your Message

Know your Customer



**Develop a
Customer Profile**



**Define your
Target Market**

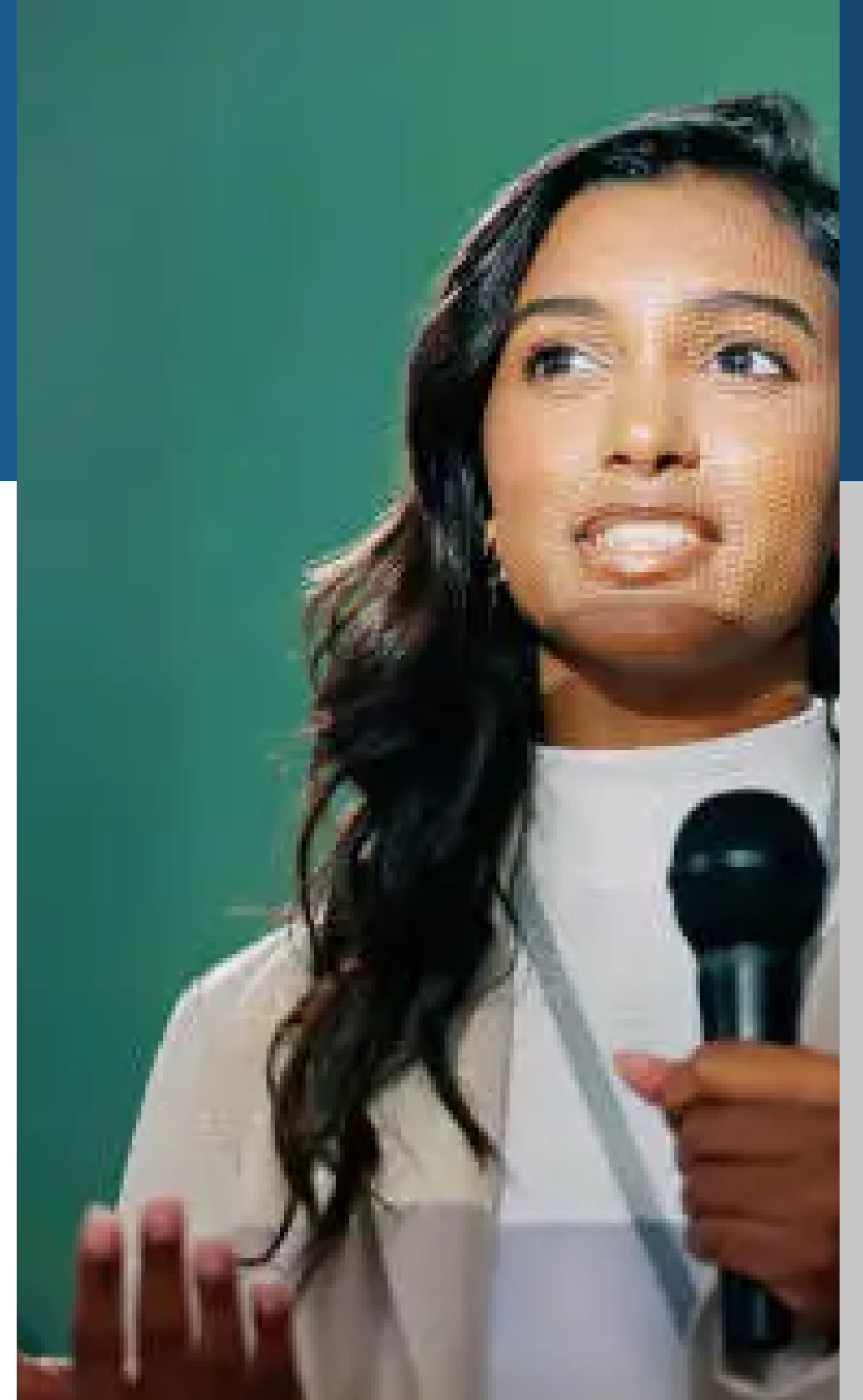
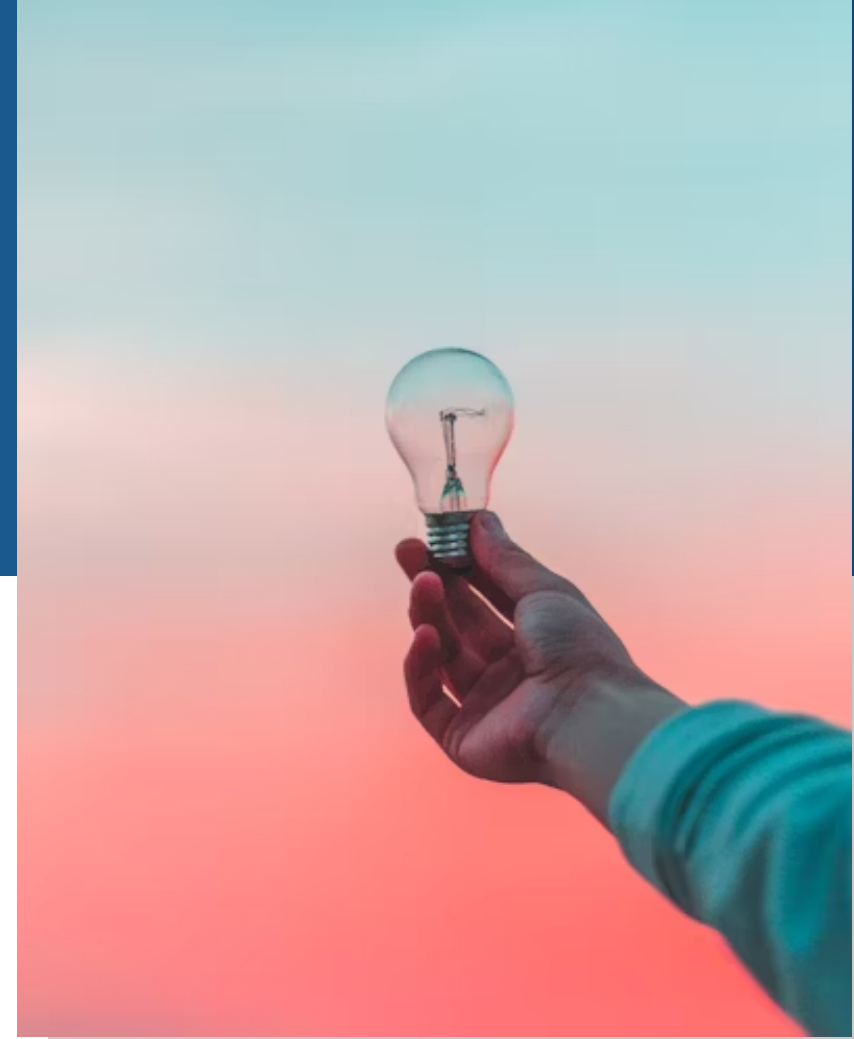


**Describe the Problem
you Intend to Solve**

⋮ Your Brand Identity

Your brand is a promise of what to expect. It should be:

- Specific, Attractive, and Real
- Authentic Representation of your Company (or you)
- A Unique Perception that Separates you from the Competition



Elevator Pitch



Clear and concise explanation of your business (or you) and how you meet needs.

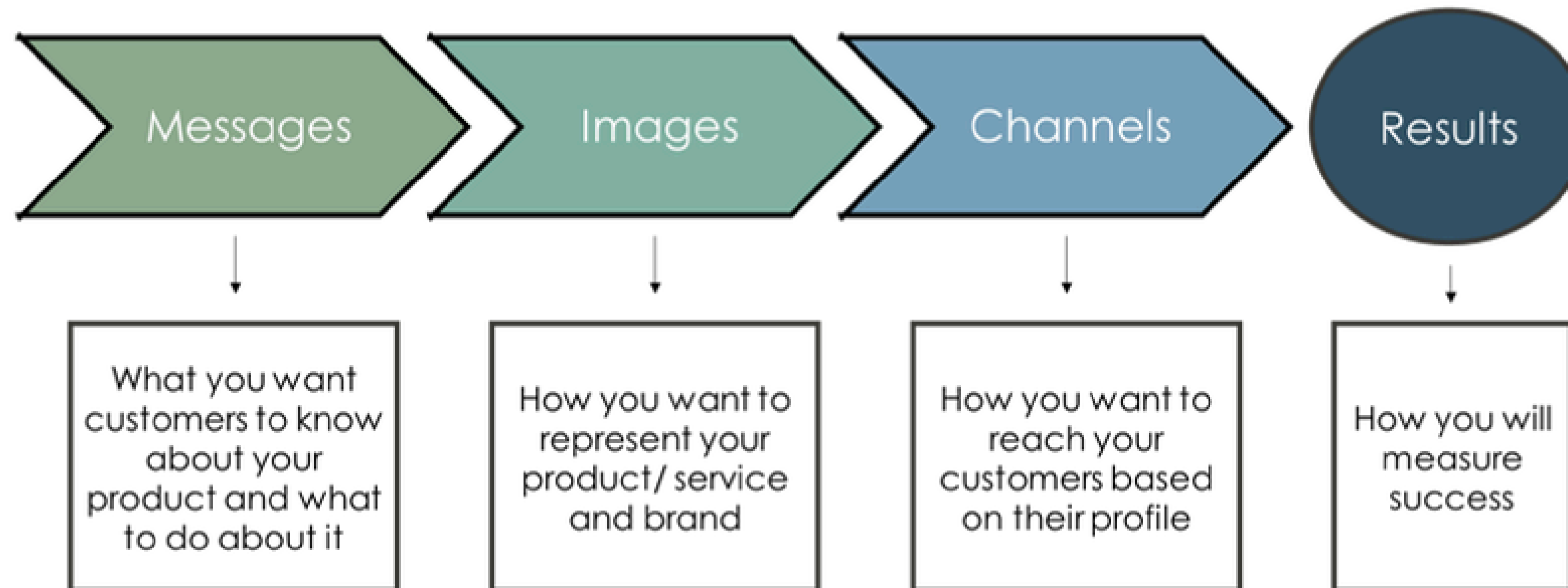
The goal is to stimulate interest for a:

- second conversation
- chance to say more
- trial
- sale

What problem are you able to solve, and what key benefit can you offer?

Marketing

Define what your customers **need**, where to **find** them, how you decide **reach** them, what you will **say** to make them **buy**, and how you will **measure** success.





Manage Resources



Operations

BUDGET

PRICING

SCHEDULE

RESOURCES



Key to Success

Implementation

The real success of strategic planning lies in effectively putting that **plan into action**.

Implementation involves continuous monitoring of progress, allowing for adjustments to the plan as needed to address changing circumstances.



Questions



Contact me to get more info.



jenniferott@jenniferottconsulting.com



[Linkedin.com/in/jennifer-crivello-ott](https://www.linkedin.com/in/jennifer-crivello-ott)



JenniferOttConsulting.com

