

Strategy Snapshot Self-Assessment

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Take the AscentLogic Strategy Snapshot Self-Assessment for instant high-level diagnostic insights relating to effective Strategic Planning.

Answering as honestly as possible, select the appropriate box for each statement that applies. Rate how much you agree with a statement on a scale of 1 to 3 (1 = Agree; 2 = So-so; 3 = Disagree).

| Strategic Planning Challenges | 1 | 2 | 3 |
|---|---|---|---|
| We are not achieving desired financial and operational results. | | | |
| The organization questions the credibility of the leadership team. | | | |
| The organization is frustrated and perceives strategic planning is a waste of time. | | | |
| We are perceived as falling behind in the market relative to our competition. | | | |
| We are trying to be all things to all people and failing to distinguish ourselves in the market. | | | |
| We are strong at executing but lack the vision to develop compelling strategic initiatives. | | | |
| We fail to use our strategic planning process to identify and help develop future leaders. | | | |
| We lack a process that leverages the knowledge and expertise of our own people to address strategic issues. | | | |
| We have a key strategic decision to make. | | | |
| We have a strategy in place, and we need objective help to review it. | | | |
| The Big Picture | 1 | 2 | 3 |
| We lack the ability to set up and lead an efficient and meaningful strategic planning process. | | | |
| We can't agree on a common approach or language for strategic planning. | | | |
| We spend more time arguing over what strategy is instead of doing actual strategy. | | | |
| Our strategic planning process is full of jargon and lacks focus on simple, practical ways to compete and thrive. | | | |
| Too many people are involved, and we need help getting the executive team aligned and to agree on strategy. | | | |
| We lack clarity and agreement about what we do best and how we set ourselves apart. | | | |
| We spend too much time in the weeds debating tactical issues. | | | |
| We fail to address big picture strategic questions about our offering, customers, competition, and environment. | | | |
| We are strong at asking the big picture questions, but we fail to follow up. | | | |
| Strategic Priorities & Theme | 1 | 2 | 3 |
| We suffer from analysis paralysis when it comes to strategy and can't make decisions. | | | |
| Our strategic planning process fails to focus our efforts and resources to increase our competitive position. | | | |
| We can't say "no" to good ideas and have too many strategic initiatives that spread ourselves too thin. | | | |
| Our strategic planning process fails to create an engaging rallying cry embraced by all employees. | | | |
| Execution & Accountability | 1 | 2 | 3 |
| Our biggest frustration with strategic planning is the strategy never seems to get executed. | | | |
| We spend more time on strategy than on implementation planning and creating accountability. | | | |
| Our strategic plan lacks clear executive stakeholder accountability metrics for each initiative. | | | |
| We lack an accountability structure to ensure our strategy gets implemented by the whole organization. | | | |
| We fail to set clear roles, responsibilities, accountability, and rewards systems to support strategy execution. | | | |
| We don't create bandwidth to execute our strategy; we just stack more work on busy employees. | | | |
| We neglect to commit essential capital, training, technology, and people resources to our strategy. | | | |
| We give up on strategy execution after a few setbacks or initial resistance. | | | |

Three signs that your strategic planning process is incomplete and won't get the results you expect

A good strategic planning process includes three components. If your organization does a poor or incomplete job in developing any of these areas, or skips or poorly executes one of these components, your strategic planning process is incomplete and your organization is unlikely to get results from its strategic plan.

A sound strategic planning process includes the following three elements:

One

Answers the “big” strategic planning questions.

Who are our customers and how can we better serve them?

Who are our competitors and how can we beat them?

What do we do best and how can we build on that edge?

How can we prepare the organization to defend against threats and seize opportunities?

What are potential scenarios that we need to consider for the future, and how will we prepare for them?

Two

Sets a few clear priorities and an overall strategic theme.

The most important outcome of the first part of the strategic planning process is to identify the three to five most important priorities for the organization.

This leads to greater clarity especially about what the organization should do best.

Three

Implementation.

Assigns executive-level stakeholder execution accountability and performance metrics.

If you score yourself, or someone you lead, a 2 or lower on any of the self-assessment areas on the preceding page we should talk. Over the last 20-years, I've advised executives all over the world who want to be more effective and efficient leaders. I help executive maximize their impact through greater influence, engagement, communications, strategy, and help them accelerate their career trajectory, as well as improve how they develop the high-potential leaders reporting into them. Let's schedule a session to talk about your objectives.

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