

Strategic Planning

Strategic Planning— From Vision to Results

Often, businesses have a love/hate relationship with strategic planning. It can be the single most frustrating pursuit a leadership team attempts when clarity is absent or the plan sits on the shelf. However, a well-conceived, carefully strategized and effectively implemented plan can mean the difference between stagnation and greatness in an organization.

At Price Associates, we partner with your organization to develop a compelling vision, create a dynamic plan, and implement results-oriented actions. Our goal is not to help you develop a strategic plan. Our goal is to help you fulfill your organization's vision.

The Price Associates Model

The Price Associates team will take your leaders and teams through a three-phase process.

- **Strategic thinking** — intuitive by nature, this phase addresses big picture questions that help develop a vision for the future (10 - 20 years down the line).

- **Long-range planning** — analytical by nature, this phase focuses on your organization's critical strategic issues, the facts, figures, and research to help you develop major strategic objectives (3 - 5 year goals).
- **Operational planning** — tactical in nature, this phase develops 12 - 18 month goals characterized by action plans, timelines, assignments, and accountability.

When all three phases are embraced from top leadership down, strategic planning can net significant bottom-line results.

The Process

Price Associates becomes a strategic partner in your overall strategic planning and implementation process. It takes time to create a comprehensive plan. Every organization also presents unique business and logistic needs. Price Associates customizes the planning process to your company's needs and culture.

"We needed a fresh business strategy for the changing marketplace. We were wrestling with dramatic growth and how to leverage our opportunities without losing the values that make us unique. Price Associates turned my group of senior executives into an effective, decision-making management team, and helped us develop a workable strategic plan and corporate vision."
— **Jerry Frank, President, PETRA, Inc.**

Strategic Planning

“We invited Ron Price to do some strategic planning with our senior management team and our board of directors. He helped us accomplish things in our planning that have never been done before, and what I appreciated the most was that Ron facilitated instead of dictated the process.”

– Jim Latta, First Bank of Idaho

Each strategic planning process includes several crucial elements:

- **Leadership involvement** from the highest levels of the company on down
- **Strategy before tactics orientation**; focus first on the “why” before choosing actions
- **On-going participation**; the process takes time to establish and effort to execute
- **Adherence to the three-phase process**; the finished product will include the three vital elements mentioned above
- **Strategic partnership**; the Price Associates team meets with your organization throughout the planning and implementation process to ensure powerful results

It is this on-going relationship that allows Price Associates to help your company achieve the transformational results you expect from your strategic plan.

Powerful Results

At Price Associates we are not satisfied unless our clients see bottom-line results from their strategic planning efforts.

- Increased profits
- Clear direction
- Creative innovation
- Efficient productivity
- Industry leadership
- Company longevity
- Personal and organizational accountability

These are results your business can expect to enjoy from your strategic partnership with Price Associates.

Our team is ready to help you create a blueprint for greatness. Please contact us today for more information.

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