

Strategic Planning “Get-A-Way”

The ultimate objective of HLP's Strategic Planning “Get-A-Way” is to develop a **unified focus** within the organization. There is strength in numbers. And the numbers are even stronger when they're pulling in the same direction. Typically, a company's Mission Statement and Strategic Plan are tucked away in some binder or only printed on the inside cover of the employee's handbook.

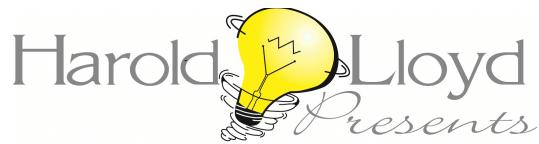
Our approach is different. 10 - 50 management and key associates work for two days to **create (or edit) an inspirational Mission Statement**. Then, as a group, they **choose the Five Strategic Points of Difference** from a list of 25 alternatives. These Points of Difference will be introduced to every member of the organization in the weeks that follow.

One of the by-products of the two-day “Get-A-Way” is the **establishment of strategic committees**; one for each of the Five Points of Difference. These committees meet monthly to continue to develop the programs that will bring the Points of Difference to life throughout the company, especially at store level. The committees will also establish benchmarks and measurement mechanisms to monitor progress; like a mystery shopper program measures customer service.

These committees will have a **one-day reunion annually**. During this reunion, each committee will present a progress report to the entire group along with their goals for the next 12 months.

The power of working together, the pooling of energy and brain power, and the sense of urgency created by the **annual reunion is truly empowering**. Harold Lloyd Presents' “Get-A-Way” captures the essence of the term. Management and key associates working together to create, define, and execute their own Mission Statement and Strategic Plan creating a “unified focus.”

Our two-day agenda looks like this...



Strategic Planning Get-A-Way Two-Day Agenda

Day 1	8:00 am	Introduction: Why are we here? What is a Mission Statement, Strategic Plan?
	9:00 am	Identify our Strengths Weaknesses Opportunities Threats
	10:00 am	Discuss and develop (or edit) our own Mission Statement
	12:00 pm	Working lunch
	1:00 pm	Continue Mission Statement Development
	3:00 pm	Introduction to Strategic Planning: Selecting our five key Strategic Points of Difference (from a list of 25)
	5:00 pm	Summarize first day, issue homework assignment, adjourn.
Day 2	9:00 am	Identify and define our Strategic Points of Difference
	a.	Identify existing programs that support each strategy.
	b.	Discuss new programs that could support each strategy.
	c.	Form committees (7 – 15 members) to further develop the five Strategic Points of Difference going forward.
	d.	Nominate Strategy Champions to lead each committee.
	12:00 pm	Working Lunch
	3:00 pm	Each committee to present their specific Strategic Points of Difference to the entire group for review and support.
	4:30 pm	Discuss Our Next Steps
	a.	Determine " Who is going to do What by When? "
	b.	Committees to meet monthly. Establish time/day of each committee's next meeting.
	c.	Strategy Champions will meet quarterly with C.E.O. to review their plan and make modifications.
	5:00 pm	Adjourn