

Too many organizations fail to reach their potential due to a lack of effective strategic planning and execution. Don't make this your norm. Lean into experts who have worked with organizations such as Dell, HP, and various Government Agencies, empowering their executives to lead the way.

BUILD YOUR VISION, VALUES & STRATEGIC PLAN THE RIGHT WAY

WHY SHOULD COMPANIES EMPLOY VISION, VALUES & STRATEGIC PLANNING?



Commitment & Purpose



Focus & Alignment



Make Decisions & Measure Success

- 68%** of executives believe their organization is good at developing strategy*
- 67%** of strategies fail because of poor execution*
- 61%** of senior execs say their org. does a poor job bridging the gap between strategy & implementation*
- 67%** of IT and HR functions are not aligned with their corporate strategy**
- 95%** of a company's employees are unaware of, or do not understand, its strategy**

*Bridges Building Consultancy, survey 2016 **Robert S. Kaplan David P. Norton

If employees closest to your customers are not clear on your strategy, how can they make the right decisions and implement them effectively? It needs to start at the top.

Highly effective organizations invest quality time and are consistent in creating, communicating, implementing, and measuring their vision, values, and plans. They elicit objective input from within their organization, as well as their external environment.

Done well, an effective strategic planning process helps you create focus and clarity. It guides you where to invest your time and resources, as well as when to say no! It can also elevate trust within your organization as executives collaborate on the process and communicate it well.

Four common reasons why strategies fail:

- 1. Employees don't understand corporate strategy.**
- 2. Organizations don't know how to execute it.**
- 3. Organizations don't track progress.**
- 4. People aren't being held accountable for strategic activity.**

OUR CHURCHILL STRATEGIC PLANNING METHODOLOGY

Our Churchill experts partner with you to:

1. Alleviate your burden of needing to be strategic planning experts so that you can focus on your business.
2. Renew your commitment to, or facilitate the development of, your Vision and Values to align with your strategy perfectly.
3. Conduct assessments and gather input from your organization and external environment to have a more unobstructed view of your current reality.
4. Lead you through a proven, strategic planning process.
5. Coach your team to collaborate effectively across departments to make better decisions, communicate, implement, and measure strategy achievement.
6. Mitigate common risks that cause strategy implementation failure.
7. Keep you focused and accountable to deliver on your strategy, stay agile, and celebrate success.
8. Have a trusted partner to help you update your plan each year, harnessing critical organizational learnings.

WHY CHOOSE CHURCHILL...

- ✓ **Real-world leadership experience.** Our 200+ Executive Coaches, Consultants and Trainers have rich leadership experience in private and public sectors as well as coaching and training certifications.
- ✓ **Strengths-accelerated approach.** Using CliftonStrengths® we accelerate the natural untapped talent in your people, for more authentic and sustainable growth, and to maximize new leadership mindsets, skills and capability.
- ✓ **A focus on outcomes.** We have high standards for our clients, and expect your organization to receive significant benefits from our partnership. As such we have a methodology for measuring results.
- ✓ **Global footprint.** Churchill's team is diverse with experts across North and Latin America, Europe, Middle East and Asia-Pacific. We can scale delivery to meet your regional and cultural needs.
- ✓ **An agile and flexible partner.** Through building a high trust partnership we meet you where you are, to provide you what you need. We collaborate to deliver constant improvement and a laser focus on your unique needs.

START BUILDING YOUR VISION, VALUES & STRATEGIC PLAN THE RIGHT WAY

Contact us today to discuss your needs.

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Your employees want to:

- Make a positive difference in the world (68%)
- Work for a business with a genuine purpose (81%)
- Who's values match their own (78%)

➔ **Getting your vision, values and strategic planning right is critical.**

Source: <https://about.americanexpress.com/press-release/millennials-plan-redefine-c-suite-says-new-american-express-survey>

