



Insight Strategic Development



Consensus Consulting has the in-depth experience and a range of marketing services to unlock the potential of your business

Creating an effective business plan & communications program

Overview

Successful development and subsequent acceptance of a strategy and a business plan that complements and supports the strategy requires careful alignment of people, technology, systems and organizational units. It requires implementing leadership processes that inspire individual contributions and "buy-in" to the expected results of the initiative from the whole executive team and staff. Executives have to take responsibility for initiatives within their function and also ensure buy-in from all company staff.

This project is based on an initial joint review of the current company business and financial position with a cross functional group comprised of the executive management of the company. Joint discussions facilitated by the consultant, will evaluate the company position against the current and expected business and competitive environment to:

- 1) build a three year strategic plan,
- 2) identify the key strategic and tactical imperatives to align the business objectives with □ □ the strategic plan,
- 3) define the supporting internal and external communications plan
- 4) allocate executive responsibilities to the defined initiatives.

The strategy and business plan when developed will become a living vehicle that will evolve and extend past the three years under review.

Successful communication of the strategy and business initiatives to staff and external audiences (clients, business partners, media and analysts) requires translating the strategy into clear simple messages. The communication workshop ensures that the overall strategy is translated into a clear company mission statement and vision that ensures consistency of messages that can be used both externally and internally to reinforce the company's brand and image. These messages will be carried through in subsequent marketing programs and WEB content.

Steps

Note: timeframes specified are for typical companies and are dependent on the availability of key executives and access to necessary business and financial information to complete the workshops. The workshops will result in further actions and programs that will have their own defined schedule and completion dates.

Stage 1. Development of Strategic Plan

1. Preparation. A period of 2 to 3 days is required to ensure that all required information has been produced prior to the first management workshop. This will ensure that the management team can concentrate on evaluating the company's performance and developing the strategic plan.

2. Workshop. The workshop consists of 3 days of highly intensive discussions, where the gathered data is analysed to arrive at a jointly developed and agreed strategic goal for the company three years hence. Proven processes are then used to drive dialogue amongst the executive group, integrate passionately diverse views and utilize real-time knowledge to address core business issues systematically. The results will be used in deriving the key strategic and tactical imperatives and the programs necessary to arrive at a consistent 3-year strategic plan.

Stage 2. Alignment of business plan to strategy

1. Evaluation. Following the workshop the consultant will work at documenting the strategic plan and imperatives. This will take 3 days working independently, communicating with key executives as required to ensure management conformation with agreed objectives.

2. Workshop. A 2 day management team workshop to examine the analysis and break out business imperatives by organization function (e.g. Sales, Marketing, HR) assigning responsibilities for the business plan to each executive in the management team.

Stage 3. Development of Internal & External Communications Plan

1. Communications Workshop. This 3-day workshop facilitated by the consultant comprises key executives and members of the Marketing team. The objectives is to take the strategic plan and imperatives and create the following deliverables:

1a) Communications map

This is an internal communications training deliverable that will allow nominated practitioners to take staff through the rationale for the strategy ensuring compliance and consistency of messages. This is particularly important for staff working with customers who should re-enforce the positioning of the company brand and image using the same messages.

1b) Messaging Matrix

A one page document that defines the key elements for communicating with all external audiences

- i. Company Vision
- ii. Company Mission
- iii. Value Proposition
- iv. Key messages

1c) Company presentation based around strategy and messages

2. Documentation of results

Duration

Typically, Stage 1 and 2 will take 10 days to build the elements of the strategic plan and an aligned business plan. The communications workshop will typically take 5 days in total.

"We are the Catalysts for Positive Change."

Focused at the board level, our industry expertise allows companies to realise the potential of information in their organisations. Consultants working with key executives carry out evaluations that will directly affect the way in which you deliver new or improved products to your customers whilst maintaining control over costs. Recommendations span from strategy to architecture and design. Consensus can also manage any programme and project requirements arising from the recommendations and resource technical implementations.

What makes us different from other consultancies is that we do not only talk and advise - we actually provide project management and people that deliver the solution. We have an impressive track record of the successful delivery of solutions to complex technical problems. We commit to long-term relationships with our customers.

Consensus Consulting offerings
Consensus InsightSM, Consensus CatalystSM
and Consensus FoundationSM Services are aimed at providing solutions that ensure technical implementations fully support a client's business strategy.

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