Complete this assessment to determine if your Strategic Planning process is working for you. It will help you clarify where you are today (current state), and where you want your business to be (desired state).

*“He who every morning plans the transaction of the day and follows out that plan, carries a thread that will guide him through the maze of the most busy life. But where no plan is laid, where the disposal of time is surrendered merely to the chance of incidence, chaos will soon reign”- Victor Hugo.*

Please answer these questions:

* **Do you have a Strategic Plan for your business? Please answer Yes or No.**

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| --- | --- |
| ***If YES:*** | **Yes/No** |
| 1. Is it delivering financial, customer, operations and employee results? |  |
| 1. Is it actionable, meaning your employee base is grounded in the business objectives and key initiatives and are held accountable for results? |  |
| 1. Do you have a mission statement? Write it here: |  |
| 1. Do you have a vision statement? Write it here: |  |
| 1. Do you have core values for your business? Write them here. |  |
| 1. Do you know your company culture? Write your company culture statement here: |  |
| 1. Does your strategic plan enhance your decision making capability? |  |
| 1. Does your strategic plan help you understand your customers, which will fuel your business and its growth? |  |
| 1. Can your employees at all levels articulate the business objectives? |  |
| 1. Does your plan help you gain an advantage over your competition? |  |
| 1. Does your plan allow you to use your financial and human resources more effectively? |  |
| 1. Does your plan help you focus on issues that are truly important? |  |
| 1. Does your plan clearly articulate the key priorities of the business? |  |
| 1. Does your plan articulate where you should limit investment and where you should redeploy financial and human resources? |  |
| 1. Does your plan articulate the pipeline of new products/services? |  |
| 1. Have you communicated the plan to your entire employee team? |  |
| 1. Was your plan developed with a cross-functional team? |  |
| 1. Was your plan developed top-down by business leadership? |  |
| 1. Does your plan clearly articulate your financial, customer, internal process/operations and employee objectives and metrics? |  |
| 1. Do you believe if you better understand your customers you will be better equipped to supply them with what they need? |  |
| 1. Did you develop your plan using research, data and analysis? |  |

* **If you don’t have a Strategic Plan, please check the reason.**

|  |  |
| --- | --- |
| ***If NO:*** |  |
| **Barriers for why you don’t have a strategic plan? (check all that apply):** |  |
| 1. Lack of experience in strategic management |  |
| 1. It’s too complicated |  |
| 1. You have a poor reward structure in place |  |
| 1. You believe a budget is a plan |  |
| 1. Too much firefighting and focus on internal issues |  |
| 1. You don’t need strategic management and think it’s a waste of time because you can handle the longer-term imperatives by doing things the way they’ve always been done |  |
| 1. You’ve been there and done that, so there is no need for planning |  |
| 1. Your team has a fear of the unknown |  |
| 1. Your team has a reluctance to address big issues |  |
| 1. Your team may have to learn new skills, aptitude with new systems and their ability to take on new roles |  |
| 1. Lack of consensus and differing ideas as to what a good strategy ought to be |  |
| 1. Your business is too small therefore you don’t need a strategic plan |  |
| 1. You don’t have time for strategic planning |  |
| 1. A strategic plan may reduce your ability to be flexible in running your business or your team |  |
| 1. If you follow a strategic plan, you may be wrong and you can’t afford that |  |

* **Of the pain points listed below, which ones apply to your business: (check all that apply):**

|  |  |
| --- | --- |
| **Pain Points** |  |
| 1. No clear set of business goals and objectives |  |
| 1. Lack of agility |  |
| 1. Tactical vs. strategic |  |
| 1. Not using SMART goals |  |
| 1. Lack of clarity on business risks, challenges and issues |  |
| 1. Lack of strategic alignment |  |
| 1. Failing to hold one another accountable |  |
| 1. Cost, quality, time and scope creep |  |
| 1. Lack of data needed to increase the effectiveness and efficiencies of business operations |  |
| 1. Communication issues – internally and externally |  |
| 1. Lack of top line revenue growth |  |
| 1. Operating costs are too high |  |
| 1. Declining profitability |  |
| 1. Losing customers |  |
| 1. Job elimination/reduction in force |  |
| 1. Employee turnover |  |
| 1. Low employee engagement |  |
| 1. No clear direction forward |  |
| 1. Limited technical capabilities |  |
| 1. Don’t have enough money |  |
| 1. Lack of innovation |  |
| 1. Limited data analysis for decision making |  |
| 1. Products/services are obsolete |  |
| 1. Website doesn’t work for us |  |
| 1. Lack of brand awareness |  |
| 1. Paying too much for services |  |
| 1. Lack of employee satisfaction |  |
| 1. Not achieving organizational goals |  |
| 1. Nobody knows who we are |  |
| 1. Business operating in silo’s |  |
| 1. Can’t ‘cut the cord’ from unprofitable products/services |  |
| 1. Focused internally, not externally |  |
| 1. New competitors gaining ground |  |

What did you learn from completing the assessment?

We have resources that can help you take the next step in crafting a strategic business plan that can truly jump start profitable revenue growth for your business. Visit us at [www.smbdigitaledu.com](http://www.smbdigitaledu.com) for information on SMB’s Strategic Planning Academy.