

# strategic year planning and reporting standards

In order for everyone to be focused on #1 thing that needs to be accomplished each quarter the Management Team should identify 5 priorities and rank them for the quarter as individual performance indicators as well as the 5 Strategic Year Goals.

**Strategic Year Goals** are defined during budget stage for year planning and agreed with each team leader responsible for delivering them.

**5 Key SMART Measurements** should then be defined for delivering on the Strategic Plan.

The theme for the year is established - themed like “Magnificent” Year Plan (ie. Magnificent Seven / Famous Five), also establishing a Quarterly Theme that brings the Key Priority / Critical Targets Alive – breaking out responsibilities into individual parts of the puzzle - KPI (Key Performance Indicators) that each individual owns and is reviewed and scored against to achieve a bonus of perhaps 5% additional salary earnings.

## examples might be...

Operational Target for year ahead:-

1. Logistics Tender competition and improvement towards saving
2. Get China reporting Management up to speed /
3. Get USA new office foundation in place
4. Egyptian launch & South American progression
5. USA New Licenses for brands / or a new product range addition or reduction?

YOUR company scoreboard should be advertised around the office and at the year start we would recommend a company year day away plan / social event / awards night / completely preparing the team and sharing communication for the year ahead.

**Critical Sales Target Number** is posted and Theme announced and then reported against in Team Brief monthly sharing progression towards goal (see Strategic Single Year Focus – for Team template and Team Brief - Light Example template).

These actions will all establish the communication rhythm for an organization, ensuring that information is accurate, open and effective with each individual empowered through key performance indicators owning their piece of the overall company goals for the year. Each team member must play their part.

The calendar for the weekly / monthly updates should be advised at the beginning of each year and adhered to for maximum success. They should include all team members and do not need to be driven by senior management.

## examples of ownership around financial performance:

1. Income (P&L), Cash Flow, & Balance Sheet statements have persons assigned to each line item
2. Improved with new Stock Management focus globally from AM
3. Improved cash flow feed through from better stock service from central Czech Next China progression
4. Improvement in NEW BUSINESS contracts from US senior sales



## benefits outlined

Ongoing employee feedback and input is systematized to remove obstacles and identify opportunities

- Employee hassles/ideas/suggestions/issues are being collected continually both with and without structural meetings – see Staff Survey template
- There is a systematic process for addressing issues and opportunities
- When did you last thank other team members?
- Do you write Thank You cards to your team?

Reporting and analysis of Customer Feedback data is as frequent and accurate as financial data

- All employees are involved in collecting customer data
- There is a person assigned accountability for customer feedback
- All senior leaders communicate with at least one customer weekly

Core ideologies are "alive" in the organization

- Core ideologies are discovered and defined – is the culture care for real?
- Stories are being shared of employees who represent the ideologies – recent kick!
- Core ideologies are included in appraisal and recognition processes – preparation for half-year career development reviews? Measured and accountable KPI in place in time for accurate review of process

Clear understanding of the organization's market position drives strategic planning and sales and marketing

- Brand Promise and market (Sandbox) are clearly defined
- The organization is aligned around 5 key strategies (Thrusts/Capabilities) for growth

All employees can report at any time what their productivity is and how it compares against goals

- Smart Numbers (key performance indicators) are identified for the organization
- Weekly measures for each individual/team are clearly displayed and reviewed

A "situation room" is established for the weekly executive team meeting

- Smart Numbers and Critical Numbers are posted bigger than life with goals clearly shown
- Data is presented graphically to help visualize trends
- Core ideologies, priorities, and market maps posted

As goes the Executive Team goes the rest of the organization

- Team members understand each other's differences, priorities, and styles
- The team meets offsite every few months for strategic thinking and renewal
- Is the team having fun together?

