

Strategic planning is a process to produce innovative and creative ideas which serve as the core framework for your company and the design for its future. It is the roadmap to achieving your goals and ambitions. It can have an immediate influence on your company and organisation.

At Core we use a straightforward, simple process to develop a plan that will address your company's issues and opportunities whatever your size, type of business or market sector:

Step 1 – Identifying a worthwhile business objective, a single desired result, gives clarity and is easily understood.

Step 2 – Identifying the real monetary value of the project/product/service.

Step 3 – Consideration of all the consequences, identifying the upsides (not just financial) and potential downsides. What happens if the plan isn't implemented?

Step 4 – Understanding of the target audience. Different audiences may require different approaches and campaigns.

Step 5 – Customer perception, what do they think about your business, products and services? What about the competition?

Step 6 – Identifying how your business or product should be perceived. Goals and objectives.

Step 7 – What's the story? Defining your 'offer', and telling the background of your business, product and services.

Step 8 – What is your USP? The ten-second sell. Defining a short, clear statement about your product/service offering.

Step 9 – Identifying key benefits and features to your customer?

Step 10 – Knowing yourself/the business. Sometimes companies think they have one personality/identity, when in reality it is something very different in the eyes of the customer.

Step 11 – What's the best and most effective form of communication for your business? No single form of communication provides all the answers.

Step 12 – What are the budgets, are they realistic? How do we fund it? Budget forecasts and planning.

Step 13 – Identifying resources. How much time will it take, and delegation of projects. Scheduling the work against action plans.

Step 14 – Procedures to help control feedback and allow for refocus if necessary including project meetings, reviews, budget control and planning.

Step 15 – The way forward. Identifying the first steps and where to start. Allocation of tasks. Delivery and timescales. Roll-out and implementation.

Call us now on +44 (0)1695 732543 and see how we can help you achieve your goals and ambitions.