



Romanyk Consulting

Focusing on what matters

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Romanyk Consulting would like to hear from you. If you have any thoughts on this newsletter or ideas for topics you would like to see in future newsletters, please contact us.

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"The Focus"

Volume 2 Issue 2

Strategic Planning and Your Organization

What You Need To Know

For many organizations a strategic plan consists of restating what your personnel already know, publishing it, and then placing the plan on a shelf never to be referred to again. This clearly does not benefit any organization and no value is added by such an approach. Furthermore, strategic planning is not easy and takes commitment alongside imagination as well as determination, drive, and discipline to achieve successful implementation. Yet, the difficulty associated with the strategic planning process is reflective of its inherent worth to an organization and its customers.



An effective strategic plan challenges direction, evaluates organizational assumptions, and then defines or redefines factors that will determine your strategic success. So how does an organization use strategic planning effectively? To effectively use and implement strategic planning, an organization must establish objectives, create specific goals, as well as define checkpoints and timelines to verify and validate the overall strategic planning process.

Moreover, it is important to understand that planning is not just an activity or an annual task, but a process. The strategic planning process needs to become a part of the everyday operations of your organization and established as a way of conducting business. Ideally strategic planning should become a way of thinking that is second nature for the individuals within your organization and should promote a culture of continuous

strategic thought. Additionally, an organization must first understand the objectives of strategic planning, which include:

- Organizational recognition of the value and effectiveness of a formalized strategic plan
- Identification of the factors influencing the future of your organization
- Creation of a document that can be used as a positive planning tool for all future planning activities
- Commitment to a workable plan for use in operational decision-making and future strategic thinking

However, the best strategic plan adds no value without execution, follow-up, and measurement. To effectively use strategic planning you must effectively implement strategic planning. To transition from planning to reality or vision to achievement an organization must assign specific goals, define clear objectives, empower employees, maintain as well as assign accountability, and follow up.

Studies indicate that a small percentage of all businesses have a strategic plan, of those that have a plan an even smaller percentage actually implement it. Clearly the future cannot be predicted, but it can be planned for. Proactive strategic planning and anticipation for tomorrow can align your organization and ensure time, actions, and resources are not wasted. Effective use of strategic planning can bring direction as well as greater success to you and your organization.

If you would like to know more about strategic planning or any other services offered by Romanyk Consulting, please contact us or visit us on-line at www.romanykconsulting.com. Romanyk Consulting is well trained and highly successful at teaming up with clientele to realize strategic planning goals. We stand behind our work and uphold the highest principles, ethics, and quality.



United States Department of Veteran Affairs Service Disabled Veteran Owned Small Business

Proud to Support Our Veterans

Romanyk Consulting is proud to be a verified United States Department of Veteran Affairs (VA) Service Disabled Veteran Owned Small Business. We are proud of our service to our county and we continue to serve through small business ownership.

Our participation as a verified Service Disabled Veteran Owned Small

This newsletter is a periodic publication of Romanyk Consulting. The contents are intended for general information purposes; for more information please contact us.

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For more information on verification and eligibility requirements, please contact us or click the following link, www.vetbiz.gov.