

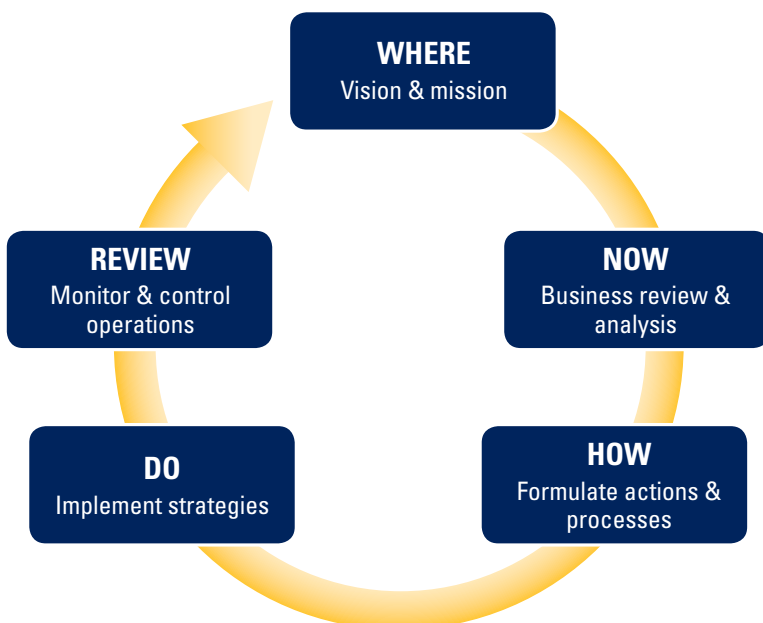
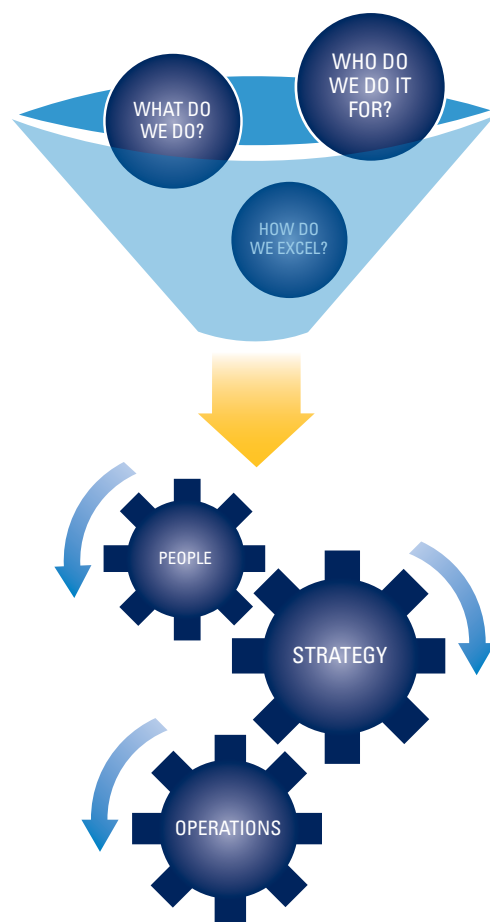
Strategic & Business Development

THE BASIC FACTS

Most businesses manage their day-to-day operations well. The difficulty is finding time to step back and look at the longer-term strategic issues, both internal and external.

All businesses benefit from developing a strategy that differentiates them from the competition. The planning process gathers key information about the industry sector and global trends that may affect the business's future.

Strategic planning is an organisations' consideration of its future course with a typical view of between 3-5 years. An effective strategic plan will form the basis for operational and marketing plans so a business can achieve true growth and development.



Key Benefits:

- ▶ Framework for decision making;
- ▶ Basis for accountability to owners, investors and shareholders;
- ▶ Basis for business and project planning;
- ▶ Explains the business to others;
- ▶ Aids benchmarking and performance monitoring; and
- ▶ Stimulus for change and the building blocks for future plan

Phalanx Consulting Group offers a unique blend of facilitation and strategic insight that delivers excellence in business planning and outcomes. Phalanx has expertise in a wide range of services from the development of long-term strategic directions to short-term business plans. As well as providing facilitated strategic planning services, we are able to develop strategic planning frameworks and processes for our clients to implement for the life of their business.

Phalanx Consulting Group's approach to strategic development is highly participative, ensuring buy-in from all stakeholders. Often clients are frustrated with meetings or planning sessions that result in too much time wasted, going off track, people dominating and others not speaking up, conflicts not addressed, actions and commitments avoided and decisions either made badly or not at all.

Conducted in the right way by a Phalanx Strategy Consultant, strategic planning processes can be excellent forums for connection, alignment, creativity and commitment that can help the productivity of your organisation.



EVERYTHING YOU NEED TO DEVELOP YOUR BUSINESS ROAD MAP

