

Planning Process Steps

Agenda for

1. **Development of a Mission Statement.**
 - What do we do ? (including what are our core competencies ?)
 - Why do we do it ? (what are our Key Business Drivers / results ?)
 - For whom do we do it ? (who are our stakeholders ?)

1. **Visioning**
 - What will we look like ?
 - How will we be transacting business ?
 - What distribution channels will we be utilizing ?
 - Who will our customers & Stakeholders be ?
 - What results will we be achieving ?

1. **Development & Agreement of Values**
 - What are the guiding principles for the business ?

1. **Where are we now ? – A stake in the ground !**
 - SWOT Analysis (Brainstorming, affinity grouping, weighted voting)

1. **What are the key Issues to be addressed ?**
 - Identification and prioritization (use of quality tools)

1. **What initiatives will we undertake to address the issues ?**
 - Development of short & long term initiatives / plans (use of quality tools)

1. **Agreement of accountabilities, timeframes and measures**

2. **Next Steps**

Some Questions to be asked in support of MVV development.....

MISSION

- **Who is the Customer ?**
- **What are the Customers requirements and expectations ?**
- **What must we do to meet the Customers requirements ?**
- **What must we do to exceed the Customers expectations ?**

- **What do we do ?**
- **Why do we do it ?**
- **For whom do we do it ?**

VISION

- **What will be the Customers future needs ?**
- **What must we do to meet those future needs ?**
- **What must we do to gain Customer commitment ?**

- **What will we do ?**
- **Why will we do it ?**
- **For whom will we do it ?**

VALUES

- **What type of company culture do we wish to create ?**
- **What principles guide our decisions ?**

VALUES EXAMPLES

TRUTH	PERSISTENCE	EFFICIENCY
SINCERITY	DEPENDABILITY	RESPECT
FUN	TRUST	EXCELLENCE
WISDOM	TEAMWORK	FLEXIBILITY
SERVICE	COURAGE	PROFITABILITY
COMPETITIVE	COMMITMENT	FREEDOM
EXCITEMENT	RECOGNITION	FRIENDSHIP
CREATIVITY	LEARNING	INFLUENCE
HAPPINESS	HONESTY	JUSTICE
HONOUR	ORIGINALITY	QUALITY
INNOVATION	CANDOUR	HARD WORK
OBEDIENCE	PROSPERITY	RESPONSIVENESS
FULFILMENT	FAIRNESS	INTEGRITY
STRENGTH	SPIRITUALITY	SELF CONTROL
LOYALTY	CO-OPERATION	SUCCESS
SECURITY	HUMOUR	STEWARDSHIP
LOVE	COLLABORATION	SUPPORT
PERSONAL GROWTH	CUSTOMER CENTRED	WORLD CLASS

Mission / Vision Statement

We will.....

through.....

-
-
-
-

Thereby

Deliverables

What the businesses can expect

-
-
-
-

How we will Operate

Structure

Our structure is:	Our structure is not:

Distribution Channels

We will deliver our service through:	We will not deliver our service through:

How we will achieve this

Refer to our Strategic Plan.

Strategic Planning Process

