



How to focus your resources?  
Strategic Planning and Implementation Guide



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## **1. Introduction**

It is important to understand initially what Strategic Planning is, why companies do Strategic Planning, and when it is done.

### **What is it?**

Strategic Planning is a tool for management to formulate high – level Business Strategy.

- **Why do Strategic Planning?**
- **When to do Strategic Planning?**
- **Strategic Planning Goals.**
- **Details for implementation are covered in the full book.**

**Additional steps in strategic planning to consider:**

- **Internal Review**
- **External Review**
- **Future Mapping**
- **Prioritized Strategic Issues**
- **Vision and Mission Checks**
- **Resource Requirements**
- **Corporate Objectives and Strategies**
- **Contingency Plan**

**Within the book each of these topics are covered in detail. I trust you will want to purchase a copy for your planning.**