



Our Focus is on Growing Companies™

The Strategic Plan

*A fact of business life is that “The Goal” is a moving point on the horizon.
The Strategic Plan is a transparent, flexible accountability framework to get you there.*

The Strategic Plan is the core planning tool that highly intentional companies develop, employ, revisit and revise as they manage the growth or turnaround of their business. Done correctly, it is a robust, living document that empowers the company with a transparent, flexible framework for opportunity analysis, decision making, growth management and goal achievement.

Good companies wake up every day with a strong sense of who they are and a Vision for what they want to become—and when and how they plan to get there. The fundamentals “Mission, Vision, and Values” are in place and there is alignment between all functional areas of the company. Sales, Marketing, Operations, Finance and Human Resources are focused on their divisional goals, which are measured and managed in relation to the company’s overall goals according to an MBO (management by objective) or similar structure for success. Operating every day from a common set of Values, with a common Mission in mind and a laser-focus on the outcomes... the company’s Vision is fulfilled, one KPI (Key Performance Indicator) at a time.

Does this sound like your company? If not, then your organization needs a Strategic Plan.

Companies choose SGP to co-develop their Strategic Plan in order to:

- Define and reach Company and Divisional Goals
- Create flexible, transparent accountability structures
- Redefine roles in better alignment with company goals
- Create opportunities for a new culture to emerge in support of the goals
- Evaluate functional areas of the company in relation to each other and the company’s goals
- Improve communication among the people, processes and tools that drive the company’s intended outcomes



What Should Your Company Expect?

The Strategic Planning process is iterative by nature, so depending on your company's level of clarity at the outset of the engagement and the communication paradigm (small company versus large company communication dynamic), the process can run anywhere from 6 weeks to 6 months. During this time, the SGP Partners will work one-on-one and in small groups with your company's leadership using the Socratic method and leveraging the knowledge inside of your organization with our years of collective experience.

What's the Investment?

Companies in need of a Strategic Growth or Turnaround Plan typically invest \$50,000 or more with Smith Growth Partners, depending on the complexity of the situation. A final fee will be determined after an initial consultation and prior to issuing a Services Agreement and Statement of Work.

Contact Us

Planning, implementing and managing a growth or turnaround strategy for a company takes a substantial investment for both parties. It requires alignment in and around Values; there's a lot at stake, and communication channels have to be wide open and working in integrity from start to finish. If you're considering Smith Growth Partners as a resource for developing your company's Strategic Plan, we suggest you visit the Values page of our Website and see if we view the world similarly. From there, we welcome a big, discreet conversation about your goals and the plan to reach them.

*Let's plan, implement and manage the growth your company desires.
"Plan the work. Work the Plan."*

