



## Strategic Planning

It is hard to be strategic with your hair on fire. Most organizations and teams are so busy getting through the day that they eventually lose sight of their longer-term goals and objectives. Strategic planning gets leadership teams back to focusing on the critical few factors that will help them get from where they are to where they need to be.

### Because:

- ✓ Setting direction is the #1 responsibility of senior leadership.
- ✓ What got you here won't get you there. (Goldsmith)
- ✓ Plans are nothing but planning is everything. (Eisenhower)

### You Need *Strategic Planning* When:

- ✓ You and your leaders disagree on priorities, how you will reach them, or where to allocate time, money and people.
- ✓ Your leaders have different visions of the future, and as a result, they are pulling in different directions.
- ✓ You have done things very much the same way for years, and people have fallen into routines and routine ways of thinking.



Tom Davidson works with natural resource executives and others who want to accelerate their leaders, get their teams on track, and get new results from their leadership pipeline.



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"A vision, without a plan, is just a hallucination."  
- Will Rogers

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## You Get

- ✓ An initial consultation to assess your organization's strategic situation, most apparent challenges, culture, and readiness for change.
- ✓ A kick-off meeting with your board, subcommittee, or strategic planning team to uncover its primary objectives and scope the project.
- ✓ A customized and closely facilitated strategic planning process based on what the organization has done in the past and what it needs to do in the future.
- ✓ A set of clear priorities with observable action steps, timelines, and tools that get the process off to a fast start and keep it on track for several years.
- ✓ Documentation of all steps and activities, an executive summary, a communication plan, and support in rolling out the plan and enlisting the larger organization.

## So That

- ✓ Your leadership committee has an agreed upon direction so that your limited time and resources are spent on the right focus areas that will get you where you need to go.
- ✓ Your leadership team avoids unwise distractions, works through internal politics, and attracts more support from employees and volunteers than ever before.
- ✓ Your strategic plan serves as a decision-making tool to resolve disagreements, avoid conflict, and stay the course for longer than just a few months at a time.
- ✓ Your current sponsors, donors, and partners will have more confidence in your direction and you can more easily attract additional support with a compelling vision and concrete plan.
- ✓ You can measure progress from your current state to your desired future state, proving the value of your strategic planning process through results.



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“I wish to drop you a note to express both my admiration and gratitude in leading our Virginia Forestry Association’s Strategic Planning Team though the 16 month process.... There was never a lull in the progress due to your facilitation ability to always stay out front of the committee knowing what questions to ask us.... As a result of your diligence and expertise... our recommendation was ratified by the Board without an issue.”

— J. Ken Morgan,  
Chairman of the Board,  
Morgan Lumber Co., Inc.

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