



Strategic Planning



YOUR GOALS, ACHIEVED

“We built our business on hard work and common sense. Then WinningWays showed us how to plan our success much as we would plan a trip. Our Strategic Plan became the map we used to plot the best course; business milestones our guides for ensuring we stayed on that course. While still in our first year working this way, my accountant called to suggest a different financial approach because we were doing even better than anticipated. **Working with WinningWays is the best business decision I have made.”**

—Kyle Hoffman, President, Roofing and More, Inc.

Would you take a cross-country road trip without a map—or a GPS—to guide you? No, because you know how easy it would be to take a wrong turn and end up way off course. The Strategic Plan is the map for your business’ growth, and it is every bit as critical to ensuring you get where you want to go as the GPS system in your car. Yet, many businesses try to operate without one. These same businesses are surprised that they aren’t getting where they want to go.

The Strategic Plan will keep you on course by providing a format for developing specific strategies, converting those strategies into a business planning process, and establishing measurable and attainable organizational goals. Your plan helps you not only determine where your organization wants and needs to go, but also how it is going to get there. WinningWays will help you create a specific plan of action that will contribute to long-term, sustainable success.

The WinningWays Process

The WinningWays Strategic Planning Process involves a series of meetings with your key decision makers to define the vision, mission, and values of your organization. Once these are defined, then the strategic part of the plan begins. The resulting document contains vision, mission, values, critical success factors and the action steps necessary to hit the goals. It is a living document that is used almost daily to keep you and your organization on track.

If implemented correctly, your organization will experience success and growth within a few months of implementing the plan. Our experienced accountability coaches will work with the executive team to help them implement the plan throughout the year and to finish all of the steps necessary to reach their personal success goals.

Critical Issues Covered

WinningWays will help you identify the critical factors for your organizations success, in other words your company’s goals. We will then help you identify the action steps your executives will need to take to achieve the organizational goals. Finally, we’ll use the goals and actions to develop clear policies and procedures (such as job descriptions, performance reviews, organizational charts, systems to operate more smoothly, and so on), which are critical to keeping the organization on the right path.

Measurable Results

We believe in the power of tracking results, so we will help you develop matrices for the following key indicators of success:

- Increased revenue and market share
- Maximized return on your intellectual capital
- Strengthened focus on attracting, servicing and keeping the right customers
- Defined strategic direction
- Clarity of your organization’s goals
- Developed and sustained values
- Motivated employees

About WinningWays

Winning Ways, Inc. is a woman-owned firm focused on strategic planning, executive coaching and professional development in sales, leadership, and communication. Our company is built on the belief that helping you set the right goals and giving you the tools to achieve them is the key to your growth—whether its growing your business or improving your performance. Our goal is to help you create the right environment in which to reach your potential. Our executive sales coaches have owned multimillion dollar businesses, been top sales executives, and have achieved tremendous success in their professional and personal lives.