

# Crafting a Responsible Business

## Exceptional Strategic Direction



### Producing socially responsible results with strategy, planning, delivery, and results

Organizations worldwide and their stakeholders are increasingly aware of the benefits of strategic and socially responsible behavior. An organization's commitment to the welfare of society and the environment has become a central criterion in measuring overall performance and ability to continue operating effectively.

Contributing to sustainable social equity and organizational management is core to sustained performance.



#### Program Components

Strategic initiatives often require new ideas, innovation, and transformation. They also need expertise and collaboration across the enterprise. Success means breaking down barriers in matrixed organizations, involving new participants in the strategy conversation, and giving leadership visibility into how their organizations implement the plan. Too often, strategy is unlinked, and execution becomes wishful. This is exactly what's happening: companies worldwide engage in wishful thinking and are surprised when the wish doesn't cause the desired results.

By demonstrating their commitment, leadership unites stakeholders around a mission and actions based on strong shared values, allowing healthy, growing, and sustainable development of well-being and performance. This program lays solid roots for building a growth strategy based on the present and oriented toward the future.

#### Leadership and Management

It's not about how frequently strategy is communicated. It's about what is used to communicate strategy: the tools companies use to establish a strategy and empower their people to make the approach real. The Exceptional Strategic Direction program uses a performance-proven process that enables organizational vision, values, execution, and progress toward goals. This program helps leaders learn how to craft an effective, compelling strategic plan that will have lasting organizational value. A strategic framework helps leaders prioritize and identify initiatives concerning profit, people, and processes.

"This program is helping my team see that strategy is about making choices, trade-offs; it's about deliberately choosing to be different.... coming up with a long-term plan and putting it into action"

CEO

"This process allowed our team to form a comprehensive strategy and jointly achieve our compelling vision. Our relentless implementation plan inspires us."

Division Manager

"Our Strategy is now a thinking style, a conscious and deliberate process... an intensive implementation system, which will ensure our future success."

CEO

"We now lean into challenges and are deliberately choosing to be different. Our sustainable competitive advantage is our innovation culture."

Department Director

"We now lean into challenges and are deliberately choosing to be different. Our sustainable competitive advantage is our innovation culture."

COO

**Create value and increase your return on investment** by improving the quality of life at work, encouraging more responsibly, designing more sustainably, and interacting more constructively.

# Exceptional Strategic Direction Program

**Realistic Evaluation:** A business assessment helps all levels of an organization to understand its current state and analyze available resources, opportunities for growth, and competitive advantages. It lays a concrete foundation for strategic development planning to achieve a visualized future state.

**Mission-Vision-Values:** A mission describes an organization's reason for existence, vision statements describe the ideal state the organization wants to achieve, and values statements list the principles guiding and directing the organization and its culture.

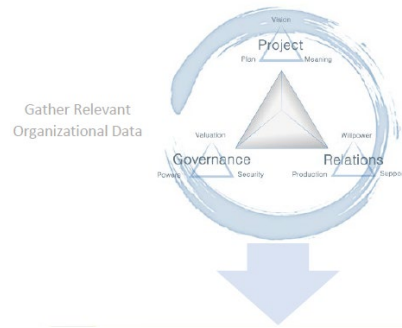
**Strategy Formulation:** Using various tools to gather cause-effect information to diagnose and select choices to maximize long-term value.

**Strategy Map:** A strategy map is a visualization tool that helps organizations see their main goals, understand how the various goals connect and relate, and explore the steps needed to realize objectives.

**Business Objectives:** These are metrics to measure overall business success to accomplish your longer-term company vision

**Strategy Alignment:** Planning and implementing practices to ensure strategies support general outcomes, aligning an organization's daily activities, projects, and objectives with its mission, vision, and strategy.

**Strategy Execution:** Implementing a strategic plan to reach team and organizational objectives. An integrated plan is the key to top-down planning and organization performance.



Your Strategy has a direct, significant, and lasting impact on the entire organization.

The Management Team commitment is primarily responsible for organizational productivity, well-being, and progress.

*Is it time to implement your strategy plan?*