

Strategic Planning



Thoughtful analysis of what your company is good at, the characteristics of your marketplace, and your goals as a manager provide insights on where to take your company. Developing a written vision and core values help to unify the efforts of your employees and provide a framework for important decisions. Finally, execution of specific action plans turn the vision into reality.

Establishing direction for your organization and improving your chances of long-term success are just two benefits of developing a strategic plan.

Expertise in Addressing Your Unique Issues

The objective of the strategic planning process is to develop a strategic plan and leave behind a process by which your company can track the execution of the plan and maintain the planning process into the future.

Insyte Consulting will guide you through a proven process resulting in a written strategic plan developed by you and your leadership team that considers the unique circumstances of your company, your marketplace and where you want to take your company.

Insyte Consulting will facilitate a process through which you will:

- Affirm your company's vision including its envisioned future, mission and core values
- Analyze your strengths, weaknesses, opportunities and threats (SWOT)
- Analyze your market and key customers
- Identify key performance measures
- Develop strategic goals supported by objectives and action plans
- Develop a process to execute, track, and periodically update the plan
- Develop a communication plan to inform employees of the plan

The active participation of the company's leadership team is required in group planning meetings and homework assignments.

The Insyte Consulting Advantage

The Insyte Consulting team approach helps you to pull together a "Big Picture" of your company. Our goal is to help you transform your company in a manner that makes sense for the unique characteristics of your company.

"The strategic planning process helped me to crystallize and articulate where I wanted to take my company. But equally important, the resulting plan became a guideline that our employees use on a daily basis to make decisions with LITTLE-TO-NO management intervention."

Jeff Kryszak, President, K-Technologies, Inc.

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Our experience improves your business