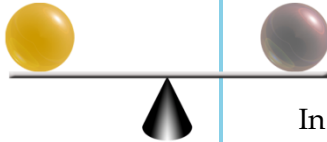


### Speed to Performance

epiCentrix consultants bring the insights and experience that keep the strategic planning process focused and on track.



### Business Plan, Strategic Plan

Business plan, strategic plan let the academics wrestle with the difference. At epiCentrix we use the term strategic plan as combination of strategy and execution that answers the what, why, how, who and when of your enterprise. It is, at once, your organization's compass, map and guidebook. The planning process sets the dynamic balance of strategy and execution on the fulcrum of resources and stands ready to adjust the mix as real time information becomes available.

In order to provide optimal value a strategic plan must lay claim to the following list of attributes. It must be:

- Comprehensive
- Cohesive
- Communicated
- Practicable
- Operationally integrated

### Comprehensive

The epiCentrix strategic plan is a document that displays a clear understanding of your organization's past, an accurate assessment of its present and a credible prediction of its future. epiCentrix explores external factors such as changing demographics, evolving technology, government regulations, growing competition. We consider your organization's internal culture, training, morale, financial and other resources. We capture not only strategic goals but tactical objectives. We work with you to identify metrics and either assign tasks to human resources or make clear how that will happen.



### Cohesive

*"A to-do list is not a plan in the same way a shopping list is not a recipe"*

An exhaustive list of tasks will not deliver the value we require. Our plan must be satisfyingly cohesive. Its components must support each other in a way that credibility to their inclusion. For example it's not enough to decree that sales will increase by 10% the embedded marketing plan and budget commitment should amply support that requirement.

## Velocity to Value

The more you know about the benefits of strategic planning the clearer it becomes that sooner is better. epiCentrix's experienced team can reduce the time needed to bring your strategic plan to life.

## Communicated

*"If a tree falls in the forest . . ."*

Every member of the organization must be aware of the plan and understand his or her role in it. There needs to exist some method, such as balanced scorecard, for cascading the plan to all levels of your organization.

On the other side of the performance improvement cycle, your reporting systems, be they automated or manual, must keep senior management apprised of the current status of each key metric.

epiCentrix will work with you to set this piece in place.

## Practicable

epiCentrix will help you ensure that not only are your goals realistically achievable but also that your plan reduces the goals into tactical objectives that are clear with metrics that are a fair and accurate representation of progress.

## Operationally integrated

*"The road to success is always under construction"*

If, at the end of your planning effort, all you have is a document you will have missed the greatest value of the exercise. Certainly such a document provides substantial benefit but as time goes on its relevance diminishes. The enduring value of strategic planning can be captured only by weaving the planning process into the fabric of your organization. The ongoing iteration of the planning / execution cycle keeps the plan fresh and delivers an environment that is both agile and continuously improving.

For more information on how epiCentrix can deliver the benefits of Enterprise Performance Improvement to your organization check us out at [www.epicentrixco.com](http://www.epicentrixco.com).

