

Strategic Planning tools

Overview

1. **Why do Strategic Planning?**
2. **The Strategic Planning Process**
3. **A few tools, models & theories**

Why do strategic planning?

1. Check

- Direction still suits the environment
- No missed opportunities
- Aware of risks

3. Map out activities

- What you need
- How you'll do it
- Any investments?

2. Create and innovate

- Create new ideas
- Fully utilise strengths
- Expand offerings

4. Align & communicate

- Resources
- People & efforts
- Clear simple messages

The Strategic Planning process



Strategic planning tools

1. Check

- Direction still suits the environment
- No missed opportunities
- Aware of risks

THE CONTEXT WE WORK IN

P

Political

E

Economic

S

Social

T

Technological

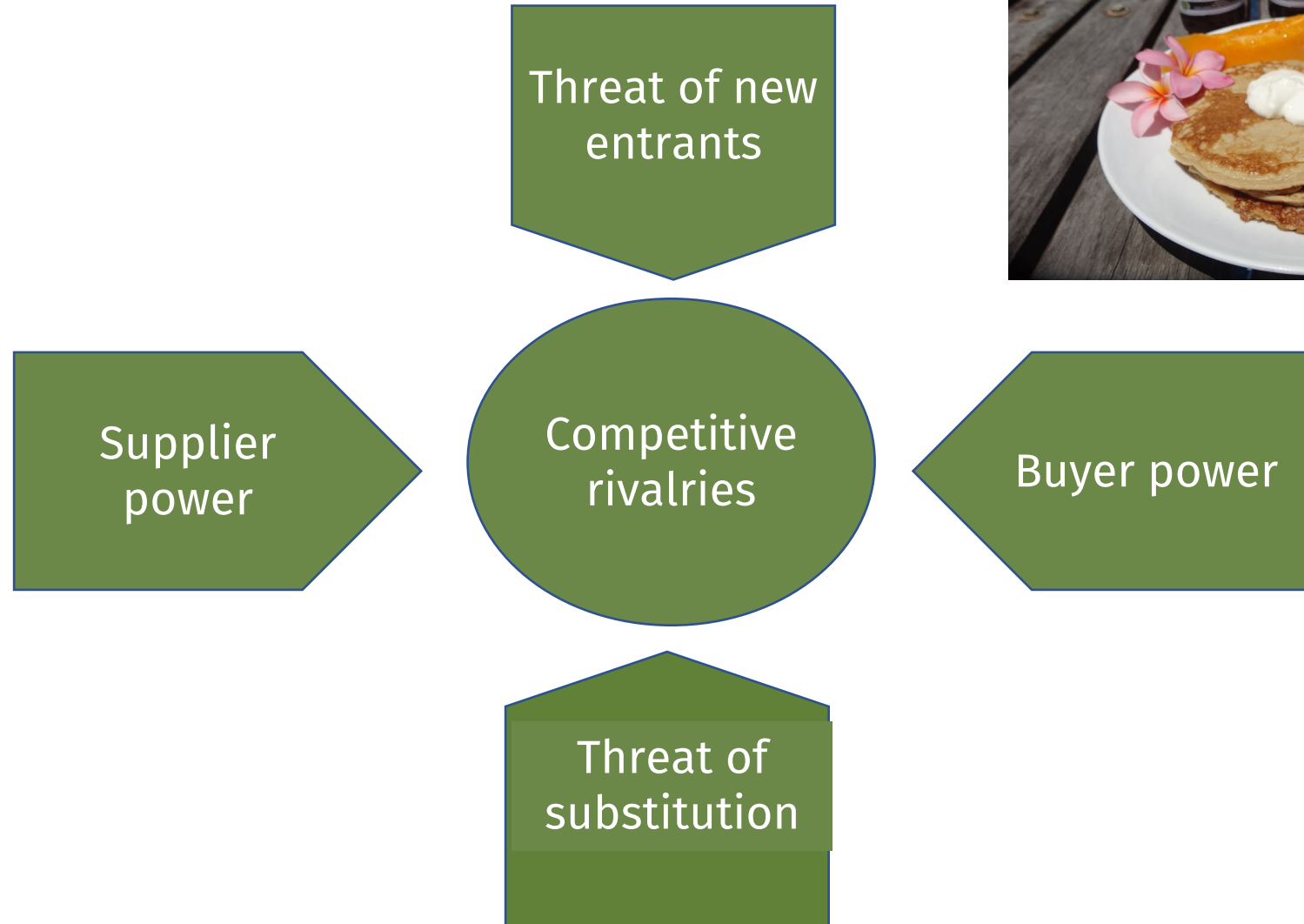
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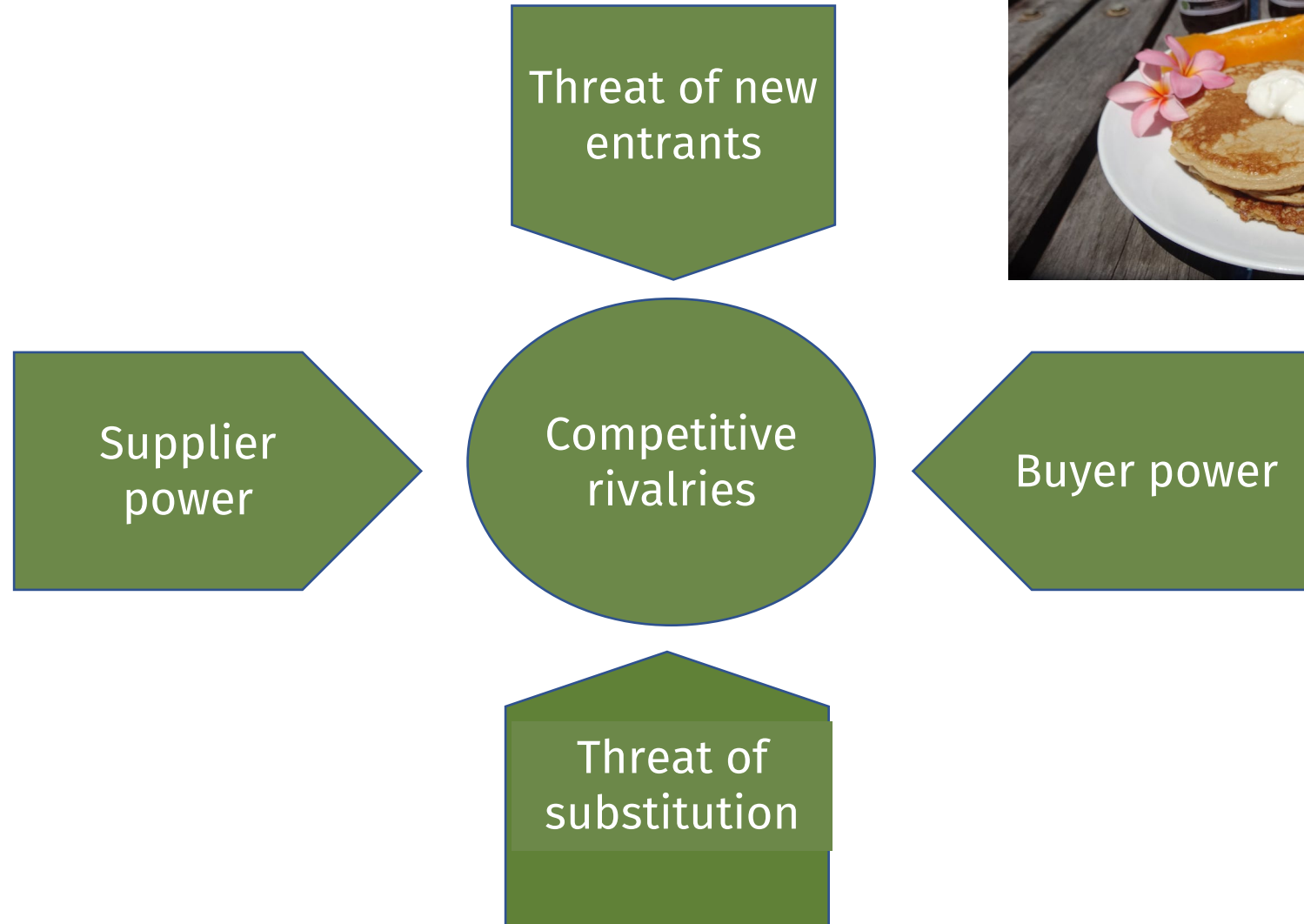
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Environmental

PORTER'S 5 FORCES



PORTER'S 5 FORCES



Strengths

Weaknesses

SWOT

Opportunities

Threats

MARKET RESEARCH





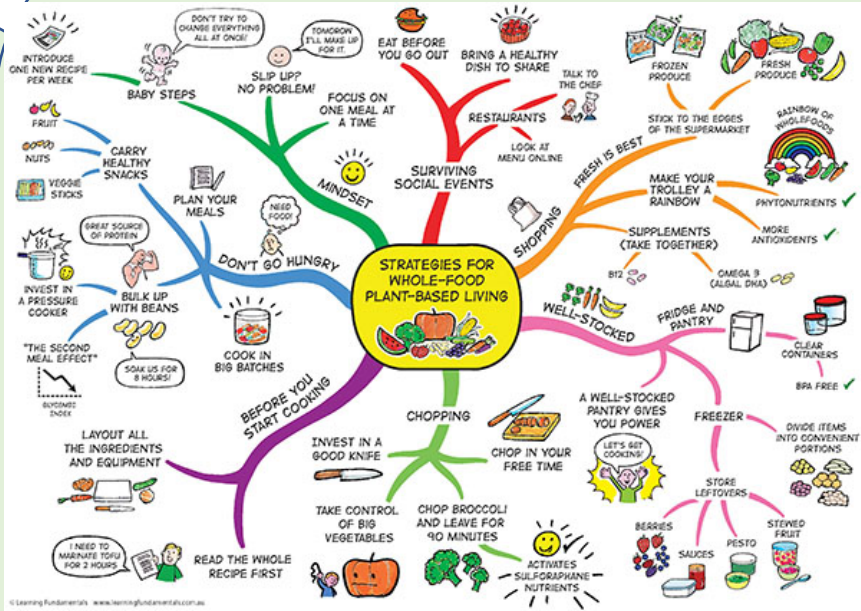
**Questions?
Other tools?**

Strategic planning tools

2. Innovate and create

- Create new ideas
- Fully utilise strengths
- Expand offerings

BRAINSTORMING



ENVISIONING

Strategic planning tools

3. Map out activities

- What you need
- How you'll do it
- Any investments

WHAT ARE WE GOING TO DO?

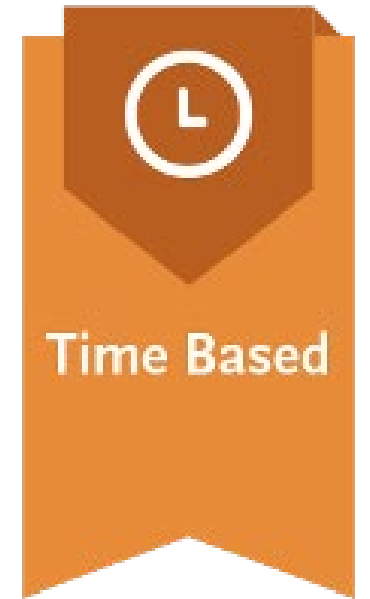
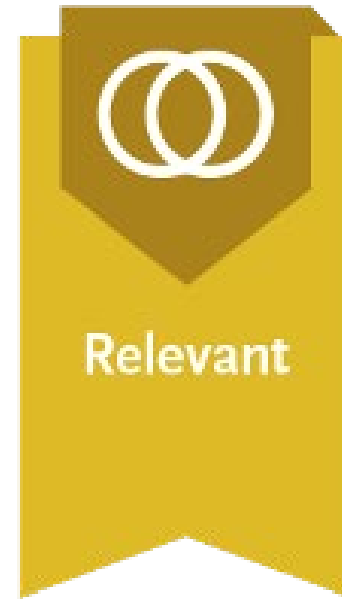
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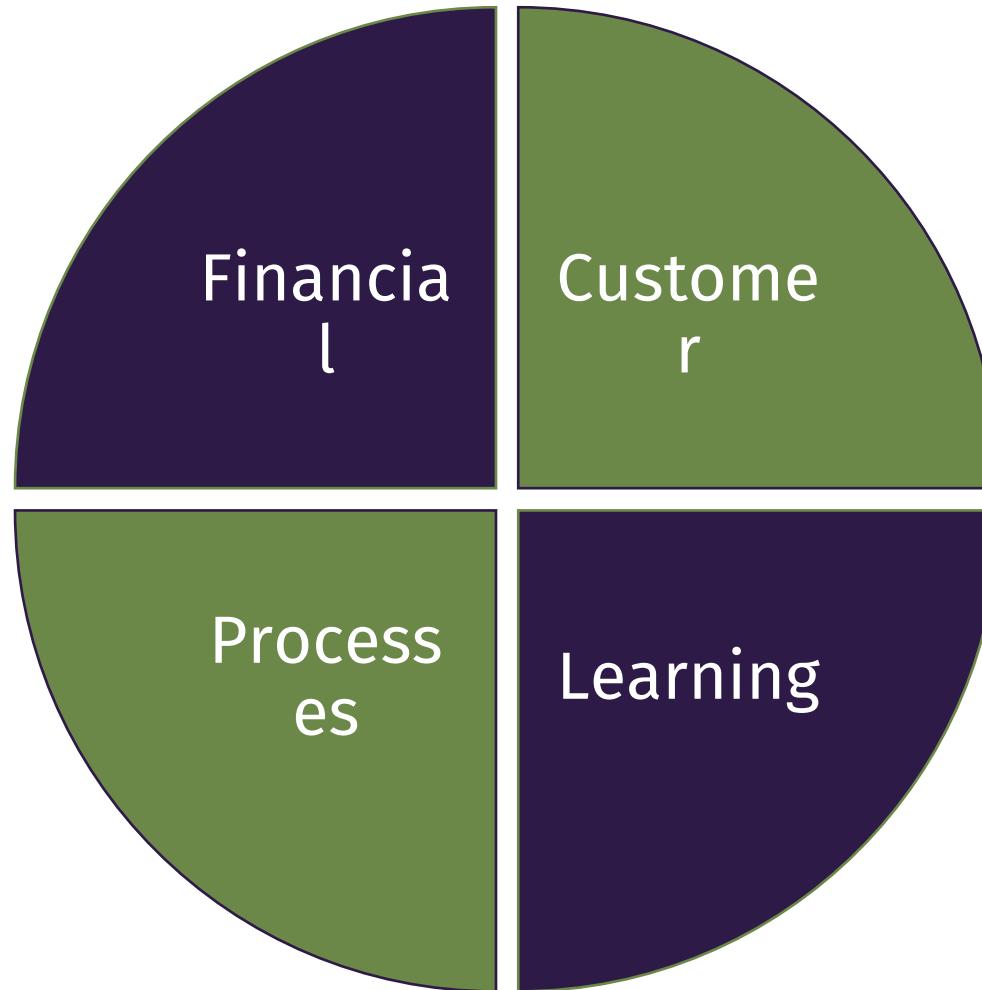
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BALANCED SCORECARD

- Sales Conversions %
(Sales won ÷ enquiries received)
- Average transaction \$ value
(Sales \$ ÷ number of transactions)
- GP ratio (Gross Profit ÷ Gross Income)

- Productivity rate %
(Hours charged ÷ hours available)
- Defect rate %
(Number of defects ÷ units produced)



- Customer retention %
(Customer renewals ÷ contracts due for renewal)
- Average \$ sale per client
(Sales \$ ÷ number of clients)

- Employee skills
- Training
- Employee satisfaction

BUDGET



RISK REGISTER - Biosecurity Facility

Weighting Key

Likelihood	Almost Certain	5
	Likely	4
	Moderate	3
	Unlikely	2
	Rare	1

Consequence	Catastrophic	5
	Major	4
	Moderate	3
	Minor	2
	Insignificant	1

Ranking	Risk	Current Status	Risk Mitigation	Likelihood	Consequence	Total Score
1	Machinery failure – Risk of machinery breakdowns, particularly during treatments.	<u>HTFA chambers</u> are operational, cooling produce however isn't working optimally. <u>Generator</u> has been repaired and is working.	<ul style="list-style-type: none"> Check machinery monthly in accordance with maintenance schedule Maintain critical spare parts Only qualified technical experts carry out critical repairs. 	3	5	8
2.	Biosecurity non-compliance – Risk of loss of MPI certification, resulting in growers not being able to export produce to NZ.	MPI certification was achieved in March 2016. Carried out a range of interventions to increase biosecurity standards.	<ul style="list-style-type: none"> 100% of treatments follow procedures and processes. 	3	5	8
3.	Lack of produce to treat – as a result of poor crop management, natural disasters or growers' disinterest in exporting.	First treatments now expected in November 2019. Monitoring eggplant and chilli production. Both are behind schedule as a result of the drought.	<ul style="list-style-type: none"> Women in Horticulture crop training Project to develop SOPs Promote export benefits to farmers Support chilli and eggplant growers with training 	4	4	8

Strategic planning tools

4. Align & communicate

- Resources
- People & Efforts
- Clear simple messages

Reset strong foundations

2020 Purpose

2020 Goals

Key value Drivers

Must win battles

Strategic pillars and priorities

Values

>5% Net profit ratio

100% utilisation of funding

Maintain QS 1 status

Client needs first

Understand funding criteria

Collaborative improvements

- Gain new & maintain clients
- Monitor programme profitability

- Achieve 95% of programme deliverables through rigorous programme management

- Achieve Quality Standard 1
- Build a collaborative culture

1. CLIENT RELATIONSHIPS

Marketing Strategy

Strong Pipeline

Strong networks

2. PROGRAMME MANAGEMENT

Suitable delivery plans

Funding eligibility

Effective programmes

3. QUALITY INNOVATIONS

Continuous improvement

New Offerings

Online learning

4. TEAM CULTURE

Collaboration

Effective Communication

Commitment

Exceptional Service

Solutions focussed

Innovation

Team work

Strategic Pillar 1: Client Relationships

KPIs

1 Marketing

- > 60 new clients
- > 20% increase in social media likes
- Recognised the business community

2 Strong Pipeline

- Funding is fully utilized
- > 20% conversion rate (LOC)

3 Pricing Strategy

- Simple pricing for all programmes

2020 GOALS

1. Present at > 4 industry conferences & networks.
2. Post news items on social media every week.
3. Update website on monthly basis.
4. Contact 10 prospective clients each week.
5. Maintain quarterly contact with prospectives in an authentic manner.
6. Measure average length of time to convert prospective to client
7. Publish internal pricing guidelines for staff.
8. Publish external information on standard pricing/funding

Values

Exceptional Service

Solutions focussed

Innovation

Teamwork

BEHAVIOURS

- Continually strives for self improvement.
- Diligent, conscientious proactive & exceed expectations.
- Shows pride in their work & to serve our clients and the community.
- Prioritises & follows up

- Seeks to understand the big picture
- Looks for a win-win
- Analyses information

- Shares ideas for improvement
- Explores other perspectives
- Looks for smarter & more environmental ways of working

- Respectful
- Looks for ways to collaborate
- Adapts own agenda to help others
- Asks the hard questions
- Acknowledges achievements



Questions?



Next Webinar: Thursday 2 July 2020, 2pm NZST. Details to be sent out soon...stay tuned!

Contact Anusha on media@businesslinkpacific.com if you have any further questions.



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for this Business Link
Pacific Webinar!**