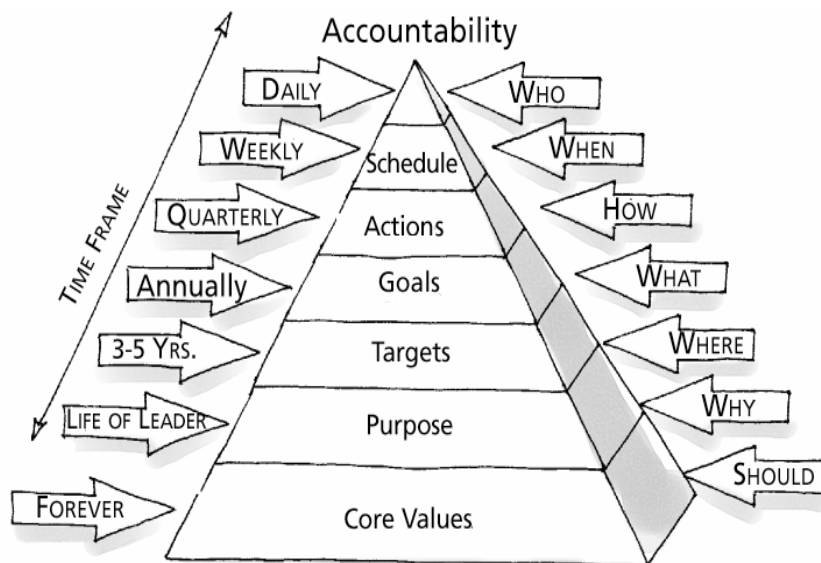




Gazelles

Increasing the Value of Fast Growth Companies.

EN UNE PAGE PLAN STRATÉGIQUE





PLAN STRATÉGIQUE EN UNE PAGE

Nom de l'entreprise	
Votre nom	
Date	

VALEUR PRINCIPALES/CROYANCES (Devrait/Devrait pas)	RAISON (Pourquoi)	OBJECTIFS (3-5 AN) (Où)		BUT (1 AN) (Quoi)	
		Date Future		Fin d'année	
		Revenus		Revenus	
		Profit		Profit	
		Valeur Bursière		Valeur Bursière	
		<i>Carré de Sable</i>		Marge Profit	
				Capital	
				A/R Days	
				Journées Inv.	
				Rev./Emp.	
	<i>Actions</i> Valeurs de vie. Leitmotiv. BHAG	<i>Actions Clés/Capabilités</i> Priorités 3-5 années		<i>Initiatives Clés</i> Priorités Annuelles	
	1	1		1	
	2	2		2	
	3	3		3	
	4	4		4	
	5	5		5	
	Cocher la case après avoir assigné les responsabilités		<i>Des chiffres intelligents</i>		
	<i>BHAG</i>	<i>Promesse de la marque</i>		<i>1 ou 2 Points Critiques</i>	

Opportunités pour surpasser le plan

1	
2	
3	
4	
5	

Menaces à la conception du plan

1	
2	
3	
4	
5	

ACTIONS (QTR) (Comment)	THÈME (QTR/ANNUEL)	VOTRE RESPONSABILITÉ (Qui/Quand)																																																																		
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Rockefeller Habits

Checklist

Name _____ Company _____ Date _____

Everyone aligned with #1 thing that needs to be accomplished this quarter to move company forward

- 5 priorities (Rocks) are identified and ranked for the quarter
- A Critical Number is identified and aligns with the #1 priority
- A Quarterly Theme is established that brings the key priority/Critical Number alive
- A scoreboard for the Critical Number is posted and Theme announced
- All employees know what the Celebration/Reward will be

Communication rhythm is established. Information moves through organization accurately and quickly

- All employees are in some kind of a daily and weekly huddle
- Huddles cascade from senior management to frontline or visa versa

Every facet of the organization has a person assigned with accountability for ensuring goals are met

- Income (P&L), Cash Flow, & Balance Sheet statements have persons assigned to each line item
- An accountability chart has been created

Ongoing employee feedback and input is systematized to remove obstacles and identify opportunities

- Employee hassles/ideas/suggestions/issues are being collected weekly
- There is a systematic process for addressing issues and opportunities
- Thank You cards are being written every week by senior management

Reporting and analysis of Customer Feedback data is as frequent and accurate as financial data

- All employees are involved in collecting customer data
- There is a person assigned accountability for customer feedback
- All senior leaders communicate with at least one customer weekly

Core ideologies are "alive" in the organization

- Core ideologies are discovered and defined
- Stories are being shared of employees who represent the ideologies
- Core ideologies are included in appraisal and recognition processes

Clear understanding of the firm's market position drives strategic planning and sales and marketing

- Brand Promise and market (Sandbox) are clearly defined
- The organization is aligned around 5 key strategies (Thrusts/Capabilities) for growth

All employees can report at any time what their productivity is and how it compares against goals

- Smart Numbers (key performance indicators) are identified for the organization
- Weekly measures for each individual/team are clearly displayed and reviewed

A "situation room" is established for the weekly executive team meeting

- Smart Numbers and Critical Numbers are posted bigger than life with goals clearly shown
- Data is presented graphically to help visualize trends
- Core ideologies, priorities, and market maps posted

As goes the Executive Team goes the rest of the firm

- Team members understand each other's differences, priorities, and styles
- The team meets offsite every few months for strategic thinking and renewal
- The team is having fun together

