

SUPPORTING AND
EMPOWERING YOU
EVERY STEP OF THE WAY

STRATEGIC PLAN DEVELOPMENT

Why is it valuable to you?

If you are experiencing or foreseeing rapid change in your business and industry, being ahead of the game can be the difference between evolving and disappearing.

Building an internal capability to develop and iterate your strategic agenda has never been more critical due to the velocity of change and significant technological disruption. The Australian government has estimated that up to 1 million jobs could be displaced in the next decade due to automation technologies such as AI and robotics with critical new skills emerging. Has your leadership team considered how this will impact your workforce, profitability and the future delivery of your products and services? Strategic planning is not a “set and forget” activity.

By working with you to develop your own plan (as opposed to telling you what your strategy should be), your team learns to structure their thinking. This ensures external factors are considered and addressed, and internal opportunities for innovation are identified.

Having a strategic plan that provides leaders, managers and staff with clarity and direction about how they can best respond to changing market conditions has never been more important.

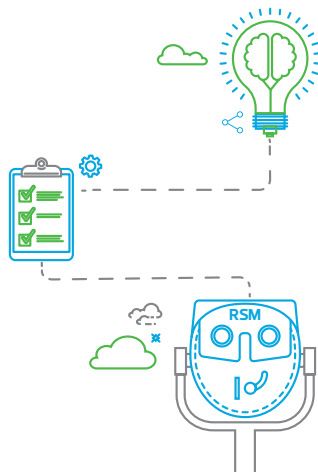
What is it?

Delivering a three-year strategic plan that incorporates desired outcomes, clear choices, critical initiatives, enablers, success measures and priorities creates alignment across your business, maximises growth opportunities and minimises risk.

The RSM approach is to support leaders to develop a strategic planning capability. With the rapid pace of change, teams need to be agile in their planning, making changes, incorporating experimentation and ensuring a regular cadence of reviews with external consideration and measurement.

Who is it for?

- Leadership teams in established businesses looking for clarity and to build strategic planning capability
- Business owners looking to take their business to the next level and ensuring they are equipped to deal with change
- Subsidiaries of global firms who are required to submit local strategic plans to Corporate Head Office



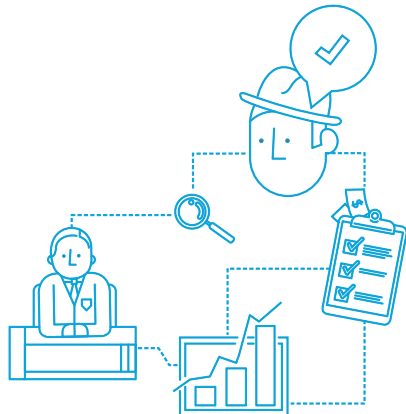


What is the process?

For RSM to successfully support you to develop your plan, our firm's guiding philosophy – **THE POWER OF BEING UNDERSTOOD** – is highly relevant.

- **Context** – we review your existing plans, business objectives and interview all participants to understand the level of strategic planning maturity. Participants will be briefed on project process and expectations.
- **Pre-work Design** – We allocate pre-work to your team, to understand political, environmental, social, legislation and technological themes or trends that must be considered in the planning process. This creates engagement by all and accelerates learning.
- **Workshop Facilitation** – The workshop will be conducted over a minimum of two days by an RSM facilitator. Engaging an RSM facilitator brings neutrality, fresh perspective and the ability to ask those difficult questions. In this highly collaborative and engaging workshop, participants will learn to focus on the future state and work backward to address immediate business priorities. Action plans will be developed with clear accountabilities and time frames.

Participants should expect a challenging and rewarding learning experience, reducing complexity and building confidence.



Documentation

Agreed upfront, RSM will provide options of Strategy documentation, reflecting both RSM and client responsibilities.

What are the deliverables?

1. Three-year strategic roadmap (or other time frames if required)
2. Growth strategies, key initiatives and enablers documented and agreed.
3. Year 1 action plan for the Immediate period
4. Engaging team experience

What are the risks of inaction?

- Lagging behind your competition
- Operational disconnection and under-performance
- A lack of focus on profitable areas that allow you to grow your business

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