



LEADERSHIP ASSOCIATES, INC.

Strategic Thinking for Entrepreneurs

Presented by SCORE

9/24/14

Agenda

- Strategic Thinking
- Vision
- External/Internal Assessments
- Mission
- Strategy
- Questions
- Call to Action

Strategic Thinking

- What Business are you in?
- Who are your top 3 Competitors
 - ???
 - ???
 - ???



- How do you know?

Strategic Thinking

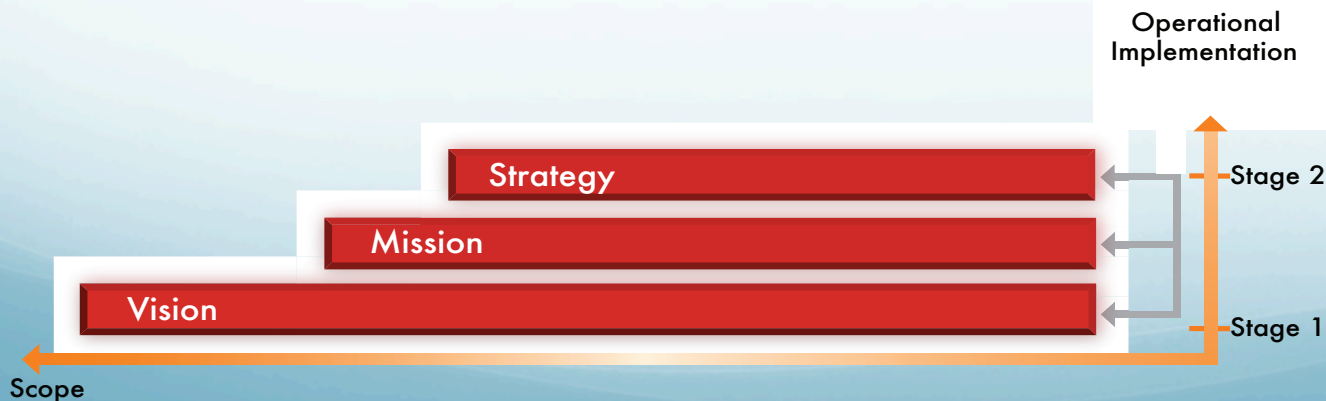
- Strategic Thinking is a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization is, what it does, and why it does it, with a focus on a predetermined future.
- It is a set of tools to assess and clarify the organization's direction and response to changing environments.



Strategic Thinking

The Strategic Thinking process creates:

- A Vision of a desired future
- A Mission to break the desired future into a tangible and meaningful direction
- A Strategy identifying how the organization will compete

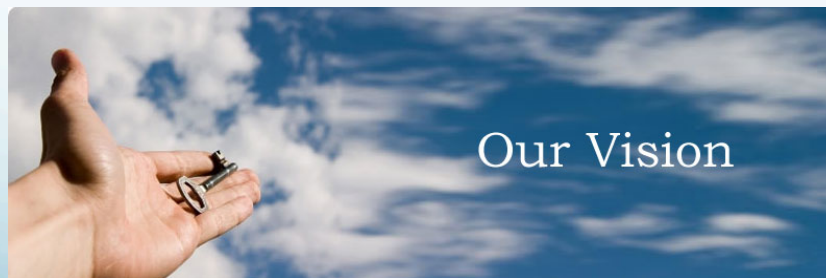


Vision

- A Vision is a description of a future. Not the future, but a possible future for which you are willing to take a stand, to strive, to work and to build your business.
- “To choose a direction, [leaders] must have developed a mental image of the possible and desirable future state of the organization” ~ Warren Bennis

Vision

- “Good business leaders create a vision, articulate the vision, passionately own the vision and relentlessly drive it to completion.” ~ Jack Welch
- What do you want customers saying about your business five years from now?



Business Acumen

Linking an insightful assessment of the external business landscape with the keen awareness of how money can be made – and then executing the strategy to deliver the desired results

Defining a new business landscape



External Environment

- Demographics/Psychographics
- Economic
- Political/Legal
- Socio-cultural
- Technical
- Global



generation 



Internal Environment SWOT

- Strengths (internal) – What capabilities give your organization a competitive advantage?
 - ?
 - ?
- Weaknesses (internal) – What capability gaps give your organization a competitive disadvantage?
 - ?
 - ?

Internal Environment SWOT

- Opportunities (external) – Where can you best leverage your competitive strengths?
 - ?
 - ?
- Threats (external) – Where are you exposed to your competitor's strengths?
 - ?
 - ?

Internal Environment SWOT

		Strengths	Weaknesses
		<ul style="list-style-type: none"> • Strength • Strength • Strength • Strength • Strength 	<ul style="list-style-type: none"> • Weakness • Weakness • Weakness • Weakness • Weakness
Opportunities	<ul style="list-style-type: none"> • Opportunity • Opportunity • Opportunity • Opportunity • Opportunity 	S/O - Where do the Strengths and Opportunities intersect?	W/O - Where do the Weaknesses and Opportunities intersect?
Threats	<ul style="list-style-type: none"> • Threat • Threat • Threat • Threat • Threat 	S/T - Where do the Strengths and Threats intersect?	W/T - Where do the Weaknesses and Threats intersect?



Mission

- A Mission statement translates the Vision into specifics and makes concrete the leader's view of the direction and purpose.
- Mission statements have the greatest impact when they answer the questions:
 - What do you do?
 - How do you do it?
 - For whom do you do it?

Strategy

- Strategy is the competitive implications of the vision of the organization.
- It is leadership's analysis, decisions and actions undertaken to create a competitive advantage in the marketplace in which it operates. Is your business competing on:
 - Price
 - Product and/or Services
 - Service or Niche



Strategy

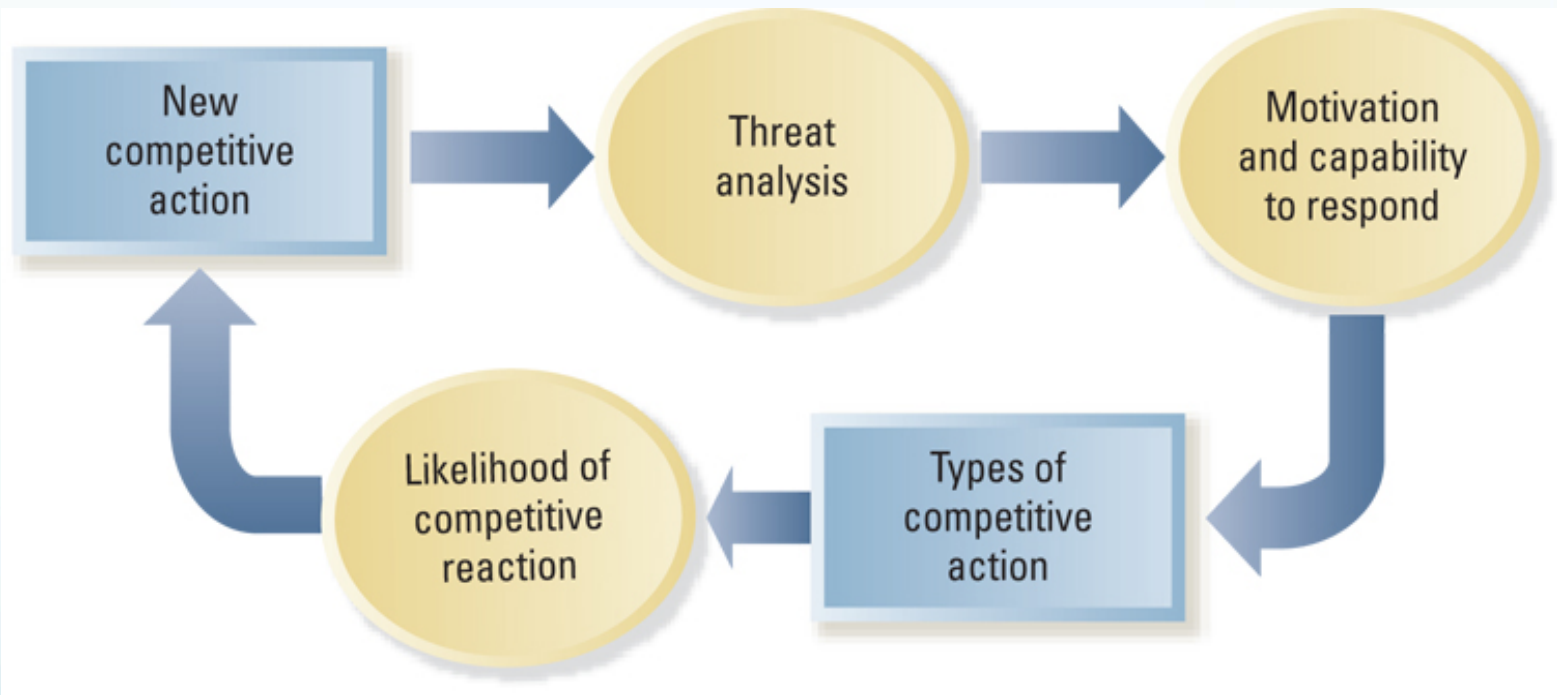


Strategy

- What Business are you in?
- What makes your business uniquely competitive?
 - How do you know?



Strategy



Business Acumen

Linking an insightful assessment of the external business landscape with the keen awareness of how money can be made – and then executing the strategy to deliver the desired results

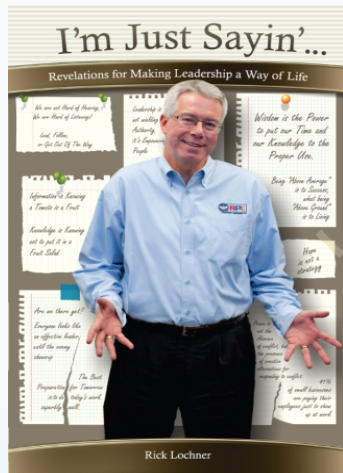


Summary

- Strategic Thinking leverages a set of tools to support fundamental decisions and actions that shape what an organization is, does and why it is focused on a predetermined future
- A Vision, once created, must be effectively communicated to all organizational stakeholders
- Strategy is the competitive implications of the Vision of the organization

Additional Information

Are you ready to become a more effective Strategic Business Leader?



Thank you!

Rick Lochner

<http://ricklochner.com/>

<http://www.rpcleadershipassociates.com/>

rlochner@rpcleadershipassociates.com

630-219-3316

