Strategy, Planning and Budgeting (SPB) Readiness Calculator Results

Process

Process AD HOC Level Description

Strategy, planning and budgeting processes begin with corporate planning and continue with ongoing strategy refinement, program planning and budget adjustment. Tasks and timing are defined. Reviews are conducted and approvals granted. Periodic checks are performed and revisions are made in an orderly, efficient manner.

Based on your responses in the SPB Calculator, your organization has an Ad Hoc level of readiness. This level may be described using the characteristics below.

Does this sound like you?

✓ Goals do not exist or they are dated and do not align with strategy.	✓ A single strategy may exist but it is high-level, lacks validation and is not aligned to plans, budgets and market conditions.	✓ Spreadsheets and PowerPoints are used to capture, refine and convey SPB.	✓ Strategies are developed to support budgets, instead of the other way around.	✓ Stakeholders throughout the organization are rarely consulted on SPB and are unaware of how SPB impacts them.
✓ Changes rarely occur to SPB, once approved, regardless of internal and external conditions. Change signals and markers do not exist.	✓ SPB performance is rarely measured and when measured, accuracy is questionable.	✓ SPB inputs and outputs are unknown and SPB is developed in a silo.	✓ The SPB process is annual at best and is not reconsidered for 12-36 months.	✓ When it occurs, the SPB process directly and significantly impacts capacity, availability and scheduling for the few involved.

Ad Hoc	Basic	Managed	Optimized

66% of surveyed marketing leaders indicated that a lack of team collaboration or poorly designed or missing business processes are amongst the top four weaknesses impacting their team's ability to execute and deliver.
– Gartner, August 2020

Consider the following activities to achieve a BASIC maturity level:

BUSINESS RECOMMENDATIONS

- Based on best-practice and experience, define goals, metrics and measures.

- Establish a level 1 strategy, planning and budgeting process with start, end and desired outcomes.

- Establish definitions for a strategy, goal, plan, scenario and budget.

- Begin the SPB process with strategy and then develop supporting budgets.

- Create document templates to standardize the capture of strategy, goals, plans and budget information.

- Identify planned and recurring spend items and mark them in plans and budgets.

- Establish periodic SPB performance reporting. Identify internal and external factors that may impact strategy, planning and budgeting.

- Establish a strategy, planning and budgeting cycle that occurs at least annually and plan ahead for it.

TECHNOLOGY RECOMMENDATIONS

- Create document templates (e.g. Excel) to capture goals, plans, scenarios, budgets and manage these documents in Workfront.

- Establish collaboration between strategy, planning and budgeting participants in Workfront, MS Teams, Slack or similar technology.

Map your path to nimble, agile strategy.
Meet with a CapabilitySource SPB Specialist today.