



Applied Strategic Planning

What is a strategy?

A strategy is an overall approach and plan.

Applied Strategic Planning (ASP)

A process by which the founding team (Founder or co-founders) of a startup envisions its future and develops the procedures and operations necessary to achieve that future. **6 phases**

Phase One: Planning to Plan

- 1. Planning Team.**
- 2. Environmental Monitoring.**

Four overlapping environments, in particular, are monitored:

- a. **The Macro Environment:** Social patterns, changes in consumer needs, technology, economic trends, and political factors such as governmental deregulation.
- b. **The Industry Environment:** The structure of the industry, how it is financed, the degree of governmental presence, typical products used, and typical marketing strategies.
- c. **The Competitive Environment:** General competitor profiles, market-segmentation patterns, research and development, etc.
- d. **The Internal Organizational Environment:** The structure of the organization, its history, and its distinctive strengths and weaknesses.

Phase Two: The Vision

This vision is not something they can achieve on their own. It is something that Guides them in their work and which they believe can be achieved if enough projects and Organizations share the vision and work towards it.

Characteristics of good vision:

- Inspiring
- Well defined
- Attainable
- Motivating
- Shared
- Stable



Phase Three: The Values

1. Individual Values
2. Organizational Values

Phase Four: Mission Formulation

This brief statement identifies the Basic business the organization is in and the distinctive products or services that make it different from its competitors.

Phase Five: Goals & Objectives

SWOC Matrix:



Goals (SMART)

S=specific
M=Measurable
A=achievable
R=relevant
T=time-based

Objectives

Specific
Measurable
Narrow
Concrete
Tactical

Phase six: Implementation

- Action Plan