

MCCLASKEY EXCELLENCE INSTITUTE

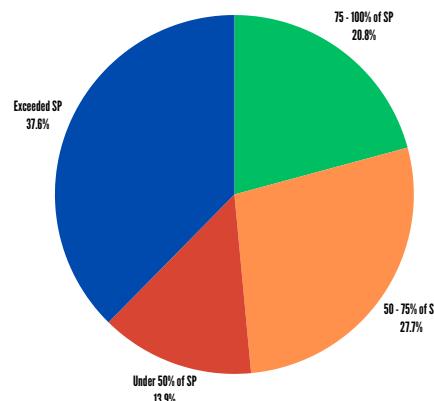
WHO IS THE MCCLASKEY EXCELLENCE INSTITUTE?

David McClaskey founded the McClaskey Excellence Institute (former Pal's Business Excellence Institute) in 2000.

David has coached 7 organizations to achieve the National Malcolm Baldrige Quality Award. He designed and teaches companies on how to achieve operational excellence in their own companies, using the resources they already have.

The McClaskey Excellence Institute team includes David Mcclskey, Founder and President, Billy Schaefer, Vice President, and Kate Craig, Director of Marketing and Customer Relations. Combined, the team has over 70 years of helping companies achieve operational excellence.

Click on the icons below to follow us on LinkedIn, sign up for our newsletter, or schedule time to talk with us regarding how we can help you and your organization.



42% OF COMPANIES DO NOT ACHIEVE THEIR STRATEGIC PLAN GOALS BY YEAR-END.

In 2024, Forbes surveyed 576 entrepreneurs and found that only 21% fulfilled between 75% and 100% their 2023 strategic plan. Only one third (28%) had achieved 50% to 75%. Fourteen percent had only done 50% or less of what was planned. And 38% had exceeded what had been planned.

[READ THE STUDY](#)

THE KEY IS ACCOUNTABILITY

Everyone wants to be in the 38% category, exceeding what was planned. The key is to ensure that on day 1 you set in place an accountability system to ensure quick course correction.

We're already assuming you have a strategic plan for 2025. We're also assuming your plan contains Specific, Measurable, Achievable, Relevant, and Time-Bound (SMART) goals. And finally, we'll also assume you have team members assigned to project within your strategic plan.

Here are some key questions you should be able to answer regarding your strategic plan:

1. What are your 2025 strategic goals?
2. Do you have team members assigned to each strategic project?
3. Do you have deadlines for each task within the project?
4. How will success be measured for each project?

Now, what you need is a system in place to track your progress. This will include weekly or bi-monthly check-ins with your leadership team to track progress and identify what projects are off track so you can course correct early. If the problem started in February, but wasn't caught until August, that's many months that were potentially wasted.

The biggest determinant between well-intentioned and successful is an accountability process.

Frequent, regular checks on each of the strategic plan's projects will identify where, even despite best efforts, goals are not being met or plans are not on track. This identification will create opportunities to course correct.

2025 is an opportunity to set yourself up for success. You can achieve your goals when you hold you and your team accountable to the plan you set. Remember, a best practice is weekly or bi-monthly check-ins to track progress and identify issues so that you can take action as necessary.



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