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GAIN CLARITY, FOCUS AND DIRECTION

Strategic Planning

The process of strategic planning will help your company understand and clarify current goals and objectives, establish strategic direction, formulate a mission statement, and develop detailed action plans and strategies.

This process includes:

- Conducting a situation analysis
- Defining the vision
- Developing and or refining the mission
- Establishing goals and objectives
- Developing action plans

Scope of Work

Consultant will work collaboratively with your company and business team (consultants, board, and/or staff as needed) to conduct an assessment and begin the process of strategic planning which includes:

1. A comprehensive company/organization assessment.
2. Conducting primary and secondary research and data compilation.
3. Engaging key stakeholders (staff, customers, etc.) as needed via interviews to gather information relevant to company objectives.
4. Participating in regular strategic planning sessions with client and staff as needed.
5. Documenting your strategic plan.

Work Plan/Approach to Project

Phase 1 – Assessment

The assessment consists of a thorough evaluation of current company structure, mission and objectives, including a review of the various works tools (business plan, strategic plan and other documents that are currently in place).

Phase 2 - Strategic Planning

- Clarity of company vision.
- Defining or re-defining mission.
- Developing goals and objectives.
- SWOT & Situational Analysis – An analysis and evaluation of the internal and external environment will be conducted to determine what factors influence the strategies and objectives of the company. This is the data collection stage.
 - **External Factors** such as political, economic, social, and technological factors in addition to other influences such as barriers to entry, customers, suppliers, and competition.

- **Internal Factors** such as company culture, company image, staff, organizational structure, operational efficiency, etc.

Phase 3 - Strategy Plan Formulation- Development of a strategic plan document outlining mission, strategies, and action plans.

Cost & Time Estimates		
	* Time Estimates	Cost Estimates
Phase 1- Assessment		
Phase 2- Strategic Plan Building		
Phase 3 – Document development		
Total Fees		\$5,500 and up

* Strategic planning sessions vary depending on the size and goals of the organization. Generally, we are able to organize and complete the process within a 3 month time frame when key participants have been determined and designated. In some instances, we have designed two day retreats in which the organization has decided to work intensively to complete the strategic planning process.

Additional Services:

Implementation – Implementation of the strategic plan might come in the form of policy and procedures development, process development, marketing and research, project management, accountability coaching, etc.

Evaluation- Once strategies are implemented, The Business Practitioner, Inc. will work with you to help you measure and evaluate effectiveness.

Qualifications

Sheronde Glover is an energetic and enthusiastic consultant, trainer and coach. She has over 15 years of experience in strategic planning, 7 years of marketing experience and 8 years as a business consultant and coach. Over the 10 years since starting her company, she has worked with numerous entrepreneurs and business owners providing them with the tools and resources needed to move their business forward. Sheronde has a Bachelor’s degree in Psychology, a Master’s degree in Educational Psychology and a PH.D (Persistence, Hard Work, and Dedication) in entrepreneurship and business development. Sheronde and her team of business practitioners are focused on helping business owners create healthier businesses.

Capabilities:

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|-------------------------------------|--|
| Strategic Planning | Copywriting |
| Marketing and Communications | Market Research |
| Program Coordination and Evaluation | Curriculum Development |
| Business Consulting | Public Speaking, Training & Facilitation |
| Business Plan Writing | Project Management |
| Marketing Plan Writing | |

Case Study/Testimonial

Background:

ABN is a small company in New Jersey. The company has been going about its daily operations and making money.

Problem:

The company was making little progress moving forward. There were projects the company wanted to accomplish but didn't. The team was missing key deadlines and there was no team cohesion.

Solution:

Started the 90-Day Strategic Planning Process and developed a one-year operational plan, which was then broken down into smaller more feasible action plans.

Benefits (Per Client):

- Saves time by planning for later
- Clarity on what resources are needed and which ones are short
- Task management and organization
- Plan tracking
- It helps you to figure out the "right" way to accomplish "anything" the first time

90-Day Testimonial:

The Business Practitioner, Inc. has taken ABN from unorganized to organized with a clear cut mission in a matter of 90 days. Sheronde brought the accountability our team needed. Seven years growing our business we have worked with many vendors and companies. The Business Practitioner, Inc. by far is the best in their field. The valuable information The Business Practitioner, Inc. provides makes you wonder how your company may have been different if you had this information sooner. In this tough economy we don't see how we could afford not to work with The Business Practitioner, Inc. Thank you Sheronde.

Team ABN