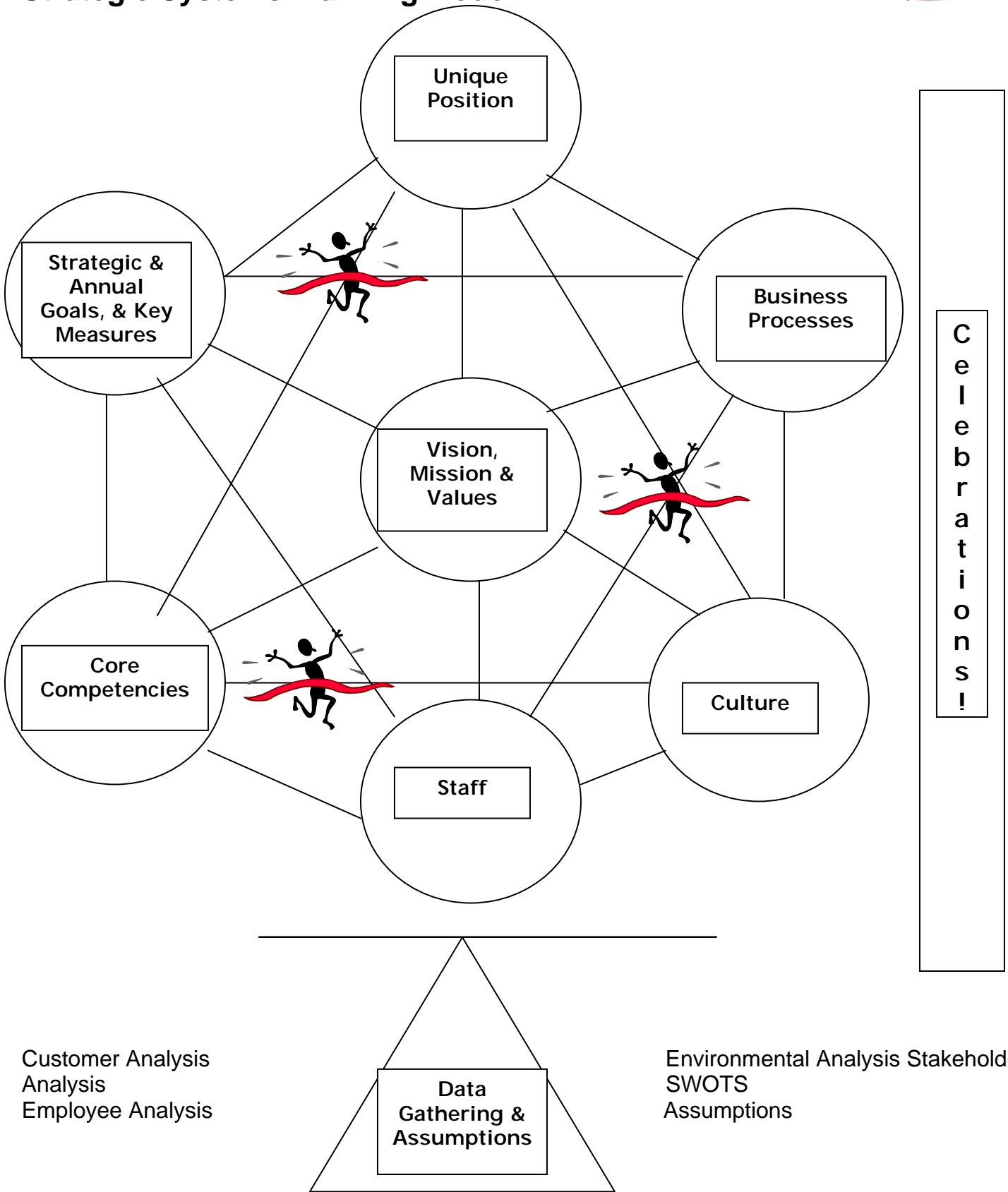




Strategic Systems Planning Model



Customer Analysis
 Analysis
 Employee Analysis

Environmental Analysis Stakeholder
 SWOTS
 Assumptions





Strategic Systems Planning Model

The Strategic Systems Planning Model illustrates the “multiplicity” and “interconnectedness” of elements that influence an organization’s ability to both, set goals and achieve results.

There is no starting point or implied hierarchy. In an excellent organization, each of the areas complements the others and consistently advances the company’s goal.

Vision, Mission and Values are at the core of an organization. These are the guiding concepts, values and aspirations, often unwritten that go beyond the conventional statements of corporate objectives.

A corporation’s **Unique Position** must be identified so it permeates all other planning, marketing and design. It affects the company’s strategic planning as well as the ability to implement changes.

Strategic Goals, Annual Goals plus Measures refers to the short term (annual) and 3 to 5 year (strategic) actions that a company plans in response to, or in anticipation of changes in its external environment, its customer and its competitors.

Culture is the aggregate of behaviors, thoughts, beliefs and systems that are conveyed to people throughout an organization over time. Since it is challenging to change a company’s ingrained culture, it is important to bear culture in mind when developing any new strategies.

Staff includes the people, as well as the systems that support their motivation and overall development. Results are accomplished through people.

Core Competencies relate to the staff’s distinctive abilities and talents that are needed by the company in order to be successful.

Business Processes are the agreed upon step-by-step procedures, both formal and informal, by which the organization operates and uses to accomplish its business objectives.

Data Gathering or “intelligence” surrounding the company is key to identifying weaknesses and opportunities for action. All assumptions are also tracked (inflation rates, unemployment statistics, interest rates, etc.) so that goals and actions are modified for major changes in assumptions.

