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# The Mathis Group's Messenger

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## Dreaming a New Dream

Every organization has desired objectives that need to be met. Whether it be the products that are being produced or the services being provided, an organization sets a standard and strives to reach it. This is where strategic planning comes into play. Strategic planning is the process by which leaders and/or employees of an organization dream about its future and create a systematic plan to reach that destination. Please note that top management is not the only group who should develop the strategic plan. Department heads, creative thinkers, key personnel, process people, and people who have influence should all be a part of the team. Allowing employees to participate in the strategic process is beneficial because:

- they will work harder on ideas in which they have given input
- they have great ideas that are never tapped
- their self respect and self esteem go up when they are allowed to participate
- they can see the gaps in dreaming the plan and implementation

Creating the strategic dream has three steps: beginning where you are now, thinking about dreaming new dreams, and describing the best picture of your future. First, when going from dream to strategy, look at where you are now. Then look at where you want your organization to be in 1 year, 3 years, 5 years,

*Your level of success in life is directly proportional to your level of planning and control.*  
Charles J. Givens  
Author

and 10 years. Finally, determine where your organization would be in a perfect world--with no competition or obstacles. When planning for the future, do not be afraid to make changes as needed.



Creating a mission statement will also help direct you with your dream. A mission statement has four components:

- What - services, wants, products, or customer needs
- For - customer, clients or target group
- How - activities, approaches or methods
- Why - purpose and values

After you decide the direction you want your organization to go, you must develop goals to keep you on the right track. Your strategic goals must be crystal clear, must not conflict, must have quantitative and/or qualitative measurements, and must be monitored. Use the SWOT analysis to determine your strengths, weaknesses, opportunities, and threats.

Once you decide on the direction and have your goals in place, it's time to start implementing your strategic plan.

### *Communicate the plan to everyone*

Everyone needs to know the plan so they will know what their roles and responsibilities will be. Keeping everyone informed of any changes that are made as

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you go along will ensure that the dream will stay on target and not have any snags or setbacks.

### *Get people excited about the vision*

When you give your employees the opportunity to help create the strategic plan, they will be excited about its success. Having something in which they are a part will encourage them to be more dedicated and willing to make sacrifices for the organization.

### *Create time tables for the schedule*

Make a schedule and stay on track. Frequent delays and setbacks will discourage everyone working on the plan. Develop daily work plans complete with milestones or mini-projects.

### *Raise up needed leadership for its completion*

Delegate the needed leadership so no one person is in charge of everything. This will create less burn out and your employees will not get tired of the plan.

### *Decide on communication reports and meetings*

From the beginning, decide on how information will be communicated and how often meetings will be held. Doing so will make sure that the communication lines stay open and people are well informed.

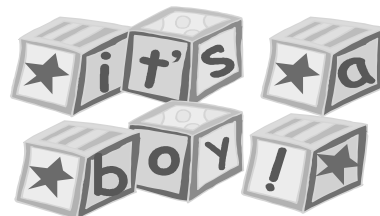
### *Empower people to act*

Give your leadership the authority to make some decisions without consulting a committee. There are instances when a decision needs to be made immediately, without the time to go through several layers of management for approval. Empowerment will allow you to have your plan in place more quickly.

### *Create a presentation of the plan for the entire organization*

Inform everyone of the strategic plan. Your employees may have a suggestion or idea of which no one else has thought. Great ideas come from all levels within an organization. Allowing everyone to have input will create a sense of ownership.

Even with a fantastic plan and dedicated employees, things can go wrong. If this happens, study why your plan failed. Get input from everyone. Figure out what happened so it can be avoided next time. Attempt to salvage what you can and move forward from there. Most importantly, stay optimistic. Just because this plan was not successful does not mean that the next will have the same fate.



Congratulations to our Marketing Director,  
Kim Tull, and her husband, Mike, on the  
birth of their son.  
Benjamin Lynn Tull  
May 4, 2006  
8 pounds 20 1/2 inches



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