

# THE SAD STATE OF STRATEGIC PLANNING

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If someone asked you about your business objectives, value proposition, and competitive advantage, would you be able to answer? If the answer is no, you are not alone. Strategy is often over-complicated. It's simply a roadmap that identifies the key objectives, goals and tactics you'll use along the way. Your strategy is one of the most valuable documents in your business!

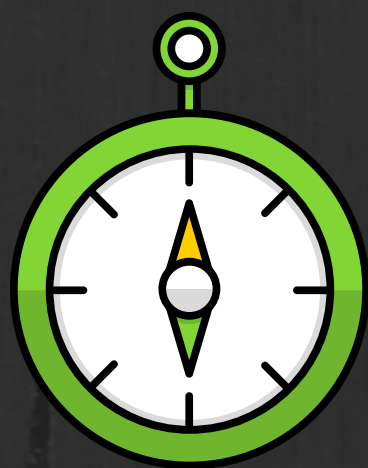
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## INVEST THE TIME

According to Balanced Score Card Collective **86%** of executive teams spend **less than one hour** per month discussing strategy.

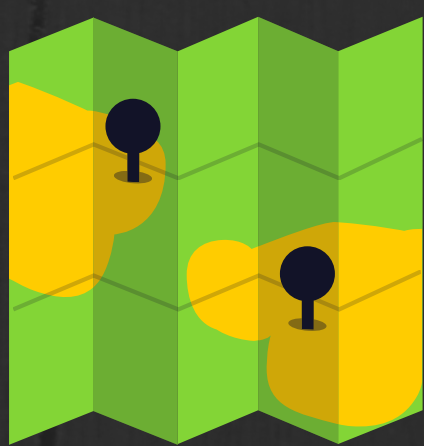
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## SHARE THE DIRECTION

**95%** of the typical workforce **doesn't understand** the organization's strategy, according to Balanced Score Card Collective

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## ACHIEVE YOUR GOALS

Companies who use a strategic planning processes, **64%** of leaders say it leads to decisions that allow the company to **meet its goals** and challenges, according to McKinsey & Company,

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# WITHOUT A STRATEGY THERE'S NO TANGIBLE ROI

How many times have you started a plan only for the daily business to get in the way? We can help you translate your passion into market success.