

# THE RENEGADE LEADER<sup>®</sup>

*Debora McLaughlin • The Executive Coach*

## Is your strategic plan going to work?

**Take this quick assessment to find out whether strategic planning in your organization is as stress free and effective as it should be...**

Please rate how much you agree with each statement on a scale of 1 to 5 (1 = not at all; 2 = not very much; 3 = neutral; 4 = somewhat; 5 = Absolutely!).

Rate how well you agree with the following statements	1	2	3	4	5
We have developed a common language that defines the strategic planning process.					
Our strategic planning process is free from jargon or academic theory. It is focused on simple, practical ways to compete and thrive.					
We cover the big picture strategic questions about our products and services, customers, competition, and overall environment.					
We are 100% clear about what we do best and how we set ourselves apart.					
Our strategic planning process is efficient.					
Our strategic planning process results in a clear set of no more than three priorities to help us continue to be competitive in our market.					
Our strategic planning process results in an overall theme that everyone in the organization understands and rallies to achieve.					
When we create a strategic plan, we include clear accountability for each initiative, including metrics for success and ongoing tracking.					
When we create a strategic plan, we evaluate the work we are currently doing, so that we can make room for new priorities.					

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<b>Rate how well you agree with the following statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Our strategic planning process is also an opportunity for our organization to identify and help develop future leaders.					
We have the confidence and trust that our own people know the answers to our strategic issues – and we have a process that involves their knowledge and expertise.					

If you answered any of the above statements with a 3 or less, we should talk. The Renegade Leader Coaching & Consulting Group has developed a comprehensive 3-part strategic planning process that is efficient and leads to results. It is efficient, non-invasive, and gives you peace of mind that you are covering all of the issues for ongoing success. Contact us today at 603-324-7171 or request a meeting at [www.therenegadeleader.com](http://www.therenegadeleader.com).

**Gain access to a proven strategic planning process used by executives who want results.**

**Strategic planning doesn't have to be stressful, cost a fortune in consulting fees, or leave you with a dusty binder that rots on your shelf....**

Executives from companies around the country share with me that strategic planning can be one of their most frustrating processes, for the following reasons:

- The executive team lacks a common language for strategy, and so people argue over what strategy is instead of doing actual strategy.
- The strategic planning process results in too many ideas and priorities, so that the organization tries to do too much and spreads itself thin.
- After the strategic plan is written down and passed around, it ends up sitting on a shelf and few of the initiatives are executed effectively.

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Strategy doesn't have to be stressful. You don't have to "outsource your brains" to a consulting company that costs millions of dollars. And you can get everyone aligned and accountable to implement your strategy.

The Renegade Leader Coaching & Consulting Group provides you with a complete three-part strategic planning and accountability process that gets everyone on the same page and allows you to:

- Answer the most important strategic questions to give your organization an edge;
- Agree on only the most important priorities required for success; and
- Put in place accountability and a structure to make sure that your strategy actually gets implemented by the whole organization.

The process doesn't require a huge team of external consultants. It draws on your employees' knowledge and expertise and is efficient. Most organizations complete the process via a series of three facilitated meetings over four months. Perhaps best of all, the process doesn't require unnecessary conflict, confusion, or stress. It uses straightforward language without jargon, and bakes in accountability and results from start to finish.

Don't leave your strategy on the table at an offsite meeting, ask about making it a living breathing resource within your organization. We thrive on helping businesses and the leaders within succeed, let us help you put your strategy to work. 603-324-7171  
[www.therenegadeleader.com](http://www.therenegadeleader.com).

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