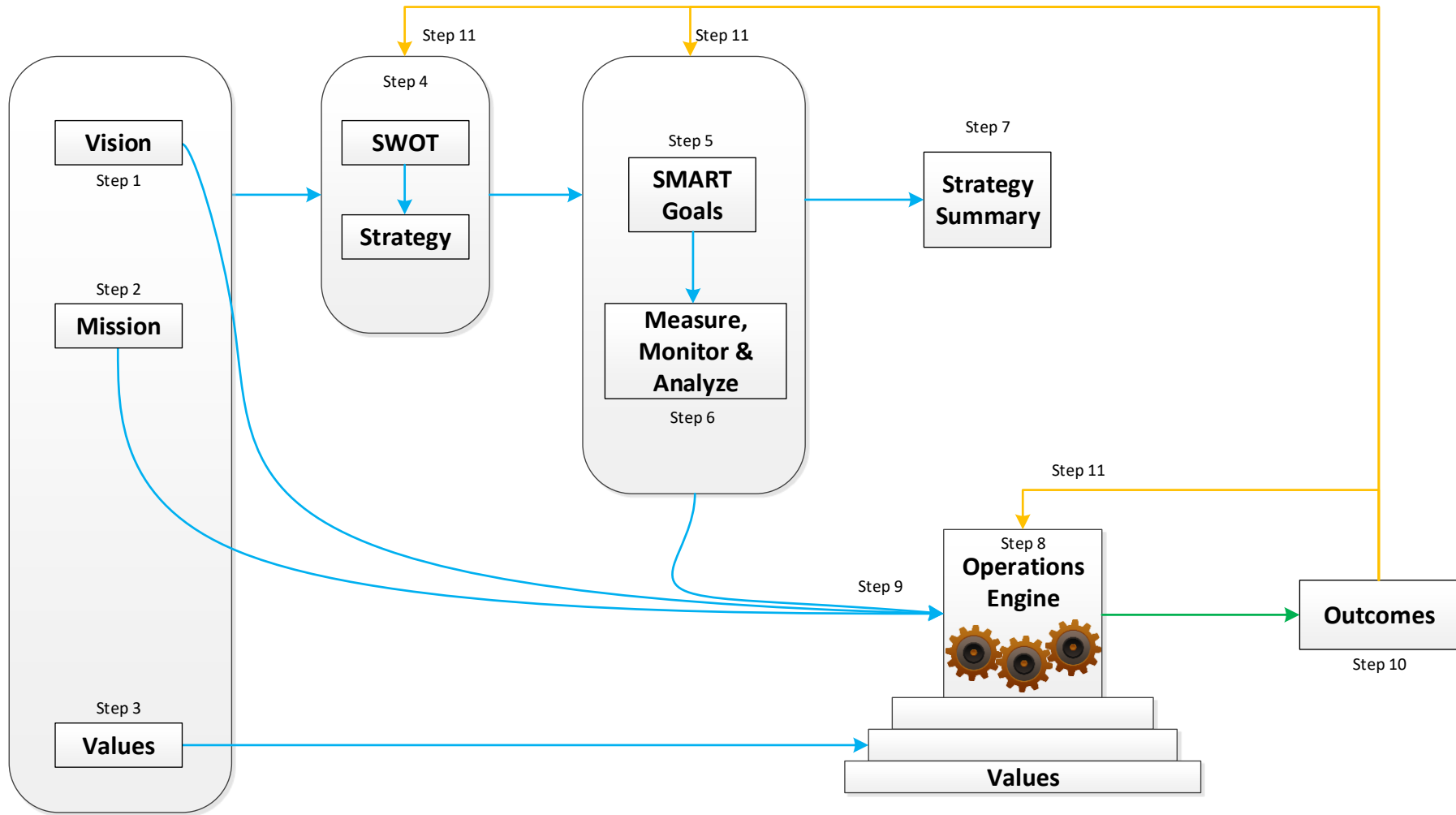


Thinking Business Blueprint



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Step #1 – Define the Vision of the organization

Step #2 – Define the Mission of the organization

Step #3 – Define the Values of the organization

Step #4 – Work through the strategic SWOT tool and define a high level business strategy

Step #5 – Build SMART Goals to achieve the strategy defined above

Step #6 – Define measurements and reports to monitor progress against the Goals and against desired business Outcomes

Step #7 – Complete the Strategy Summary to conveniently and succinctly document and communicate everything in items 1 to 6 above

Step #8 – Build/tweak your Operations Engine

Step #9 – Feed the Vision, Mission and Goals into the Operations Engine

Step #10 – Check the Outcomes from the Operations Engine using measurements from Step 6. Do some detailed analysis. What has to be changed to improve the Outcomes (Strategy, Goals or the Engine itself)?

Step #11 – Use the results of the analysis from Step 10 above and make adjustments to Strategy, Goals and Operations Engine as required to refine the Outcomes. Update the Strategy Summary as required. Note that the Vision and Mission may need to be adjusted but this is very rare. Vision and Mission should be very stable over the life of a business and should only change when the original Vision and Mission have been achieved or when the marketplace has changed so significantly that the Vision and Mission are no longer relevant.

Step #12 – Continually iterate through Steps 9, 10 and 11.