



Strategic Planning



o planning

o calculating

o managing



Strategic planning is an organization's process of defining its strategy or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people.

*SUCCESS IN BUSINESS . . .
IS A PLANNED PROCESS*

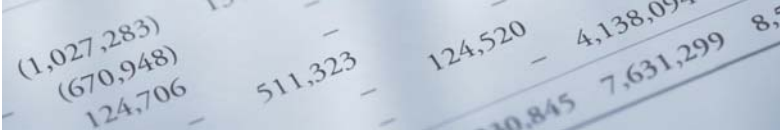


PHASE 1 -- PRE-MEETING CURRENT BUSINESS MODEL ASSESSMENT

WE TAKE AN ANALYTICAL APPROACH TO HELPING CLIENTS BUILD AN ACCURATE STRATEGIC PLAN BY FIRST ASSESSING THEIR CURRENT BUSINESS POSITION.

Through our best practices databases, we complete a detailed financial analysis of your business and measure you against your industry competitors. Then we create an independent, non-biased business valuation of your business' worth using a discounted cash-flow assessment and then we scorecard your marketing, sales and strategy process.

With this detailed background, we then understand better your growth success potential and use this information as a foundation for the plan development.



PHASE 2 -- ON-SITE STRATEGIC PLAN DEVELOPMENT

HAVING AN IN-DEPTH UNDERSTANDING OF YOUR NEEDS AND GOALS IS FUNDAMENTAL TO THE WAY WE WORK WITH YOU.

Through a tactical 2-day one-on-one client workshop, we walk CEOs and their management team through an interactive discussion on their current business position and then hold an exploratory strategy session on where they want and need to go. Using the Value Forward methodology, we systematically help them build specific goal objectives, calculate corporate asset

requirements, and determine employee staffing needs and plan timelines needed to layout their strategic plan.

“THE DIFFERENCE BETWEEN AN ENTREPRENEURALLY MANAGED COMPANY AND A PROFESSIONALLY MANAGED COMPANY -- IS PLANNING AND METRICS.”

PAUL R. DIMODICA



PHASE 3 -- MANAGING AND UNDERSTANDING

WE PROVIDE BEST PRACTICES AND COACHING ADVICE AND AN INTEGRATED REVENUE GROWTH APPROACH THAT CAN HELP YOU ACHIEVE YOUR CORPORATE GOALS

Once your on-site strategic planning session is completed, we regroup with all the data, client objectives, and business assumptions collected during the engagement and then write your strategic plan.

Once your plan is submitted, we then provide the CEO and the management team ongoing coaching and consulting on the plan's recommendations and implementation requirements.



ABOUT THE VALUE FORWARD GROUP



The Value Forward Group is a worldwide management consulting firm with consulting partners in four countries. Using the copyrighted Value Forward method, we integrate financial management, marketing methodology, sales process and corporate strategy and operations into one outbound revenue capture program to help companies grow.

Our partner team is made up of former CEOs, VPs of Sales, VPs of Strategy, VPs of Marketing and VPs of Operations.

The Value Forward Group uses a hybrid advisement model to help drive a company's success. We are CEO Coaches, Executive Management Consultants and a Training Firm all at the same time. We advise CEOs on action steps to take to grow revenues, consult with management staff on best practices and train sales and marketing teams on tactics and strategies that work.

