



No More Strategic Planning As Usual

Steven Bowman

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This video e-book is for people who are dedicated to creating their organization greater than what they now have and to making a difference in the world. In this book, No More Strategic Planning As Usual, we provide insights into business, strategy and leadership that have arisen out of our work with many thousands of executive boards and teams over several decades.

This e-book starts from the assumption that strategic planning should be easy, quick and actually strategic. No More Strategic Planning As Usual. The notions in this e-book challenge some of the prevailing wisdom about strategic planning, and provides you with a framework and examples/processes that will enable you to create a strategic plan that actually makes a difference at the Board, senior executive, staff and stakeholder levels. You will find throughout the e-book various videos that explore in more detail some of the processes and insights explained in the text.

This e-book provides the processes required to ensure you get the right planning team, ensure your strategic plan is actually strategic, and ensure that the timelines and success measures are incorporated into the accountability and reporting framework that enables the strategic plan. There are numerous videos and examples that highlight key areas. Hundreds of CEOs and Directors have described the process outlined in this video e-book as the most productive strategic planning they have encountered.

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