



# The Business of Life™

*Bringing Organization to Souls*

*June 2010*

# *What is Strategic Planning?*



The process of identifying your purpose and goals  
and developing the best approach to fulfill that  
purpose and achieve your goals.

# *What is a Good Strategic Plan?*



"I have just finished reviewing the report of the strategic planning process. Without question, this is the best thing I have seen done in my 16 years at MGH. This is truly a blueprint for the future. **It is relevant, succinct, logical and doable.**

I am **thrilled** at the thought of us now pursuing these visions. Carpe diem."

*-James Thrall, MD, chief of Radiology, MGH*

# *Why Plan?*

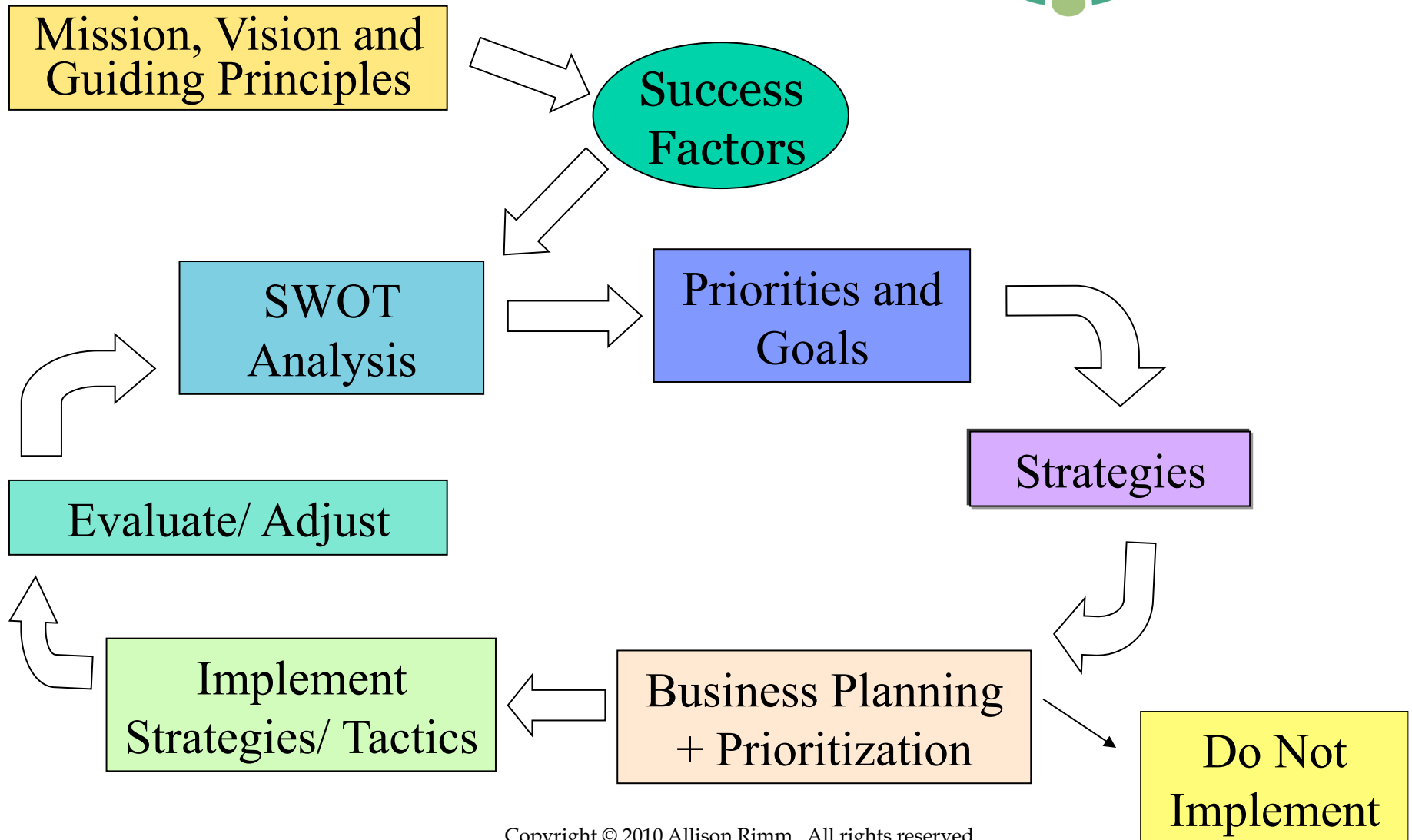


Everything you do (or don't do) yields a result.

- At work
- Everywhere else

Get the result you *want!*

# Strategic Planning Process





*“Mission is where your talents and passions collide with the needs of individuals and the world.”*

*Matthew Kelly*  
*Perfectly Yourself – 9 Lessons for Enduring Happiness*

# SWOT Analysis



## Internal Analysis:

- Assess strengths and weaknesses
- Assess passions and talents

## External Analysis:

- Assess opportunities and threats
- Market assessment (who are your key stakeholders?)
- Competitive analysis
- Legal, regulatory issues
- Other

# Toolkit



Solve the right problem: Root Cause Analysis

✿ 5 whys

✿ Breath

Prioritization: Importance/Urgency Matrix

✿ Big rocks

Effectiveness: Personal Mastery Grid

✿ Serenity prayer

# Root Cause Analysis

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## 5 Whys

For example, if you haven't been working out as much as you'd like, ask:

*Why don't I work out everyday?*

- I don't have enough time

*Why (don't I have enough time)?*

- My commute is taking longer than it used to

*Why (is my commute taking longer than it used to)?*

- I am driving instead of taking the train

*Why (am I driving instead of taking the train)?*

- So my car is with me at the end of the day

*Why (do I need my car at the end of the day)?*

- So I can drive to the gym to exercise



# Importance/Urgency Matrix



	<i>Urgent</i>	<i>Not Urgent</i>
<i>High Importance</i>	<b>Top Priority</b>	<b>Planning and Preparation// Renewal Activities</b>
<i>Low Importance</i>	<b>Interruptions</b>	<b>Busy-work</b>

# Personal Power Grid



	<i>Control Outcome</i>	<i>Cannot Control Outcome</i>
<i>Act</i>	<b>Mastery</b>	<b>Ceaseless Striving</b>
<i>Do Not Act</i>	<b>Giving Up</b>	<b>Letting Go</b>

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