

THE NEXT-GEN
APPROACH TO
**STRATEGIC
PLANNING**



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THE FIVE CHALLENGES TO OVERCOME

Next-generation companies need a strategic plan that meets five challenges in what we're calling the **New Normal 2.0**:

1. Maintain worker productivity.
2. Adjust to the changed economic environment.
3. Maintain and keep profit margins.
4. Adjust to cultural shifts.
5. Build tomorrow's workforce.

RETHINK THE MISSION

Companies typically craft a mission statement as part of the strategic planning process. So what's changed?

Once written, last-generation companies give little or no attention to their mission statements. Next-generation companies recognize that:

**The process of developing a mission statement
can be as important as the final product.**

Next-Gen companies know that, despite all the external challenges, **they remain their own biggest adversary.** So before they roll up their sleeves and develop strategies to address New Normal 2.0 challenges, they use their heightened awareness to engage a cross-section of all stakeholders to tackle issues at the core of surviving and thriving.

Perfecting the Process

Mission Facilitators International works with companies to develop a **Compelling Mission Statement**.

Mission Statements live or die based on three things:

1. The facilitated process to engage people's energy, ideas and vision.
2. The end product that will guide strategies, goals and budget.
3. How the organization uses the Mission Statement as a decision-making tool for future endeavors.

We engage those who will implement the emerging mission and ask unique questions like:

What kinds of higher-order value do you want the world to have tomorrow that it doesn't have today?

What precise long-term benefits will you provide your clients, vendors, community and employees?

Why are you doing all of this?



INFORM YOUR STRATEGY

Along with a mission statement, strategic planning should produce strategies developed with a set of **master disciplines**.

Strategies for the New Normal 2.0 should help next-generation companies stay anchored to their compelling mission and address current trends and conditions.

The key is using the right set of master disciplines.

MASTER DISCIPLINES

FOCUS

Gaining and keeping focus on actionable priorities.

ATTITUDE

Maintaining a “how to” attitude and perspective that focuses on the vision of what is possible, resulting in thriving, not just surviving.

NEW TECHNOLOGIES

Taking strategic advantage of evolving digital platforms and social media.

AUTHENTICITY

Enforcing the organization’s brand not only throughout its internal and external messaging, but throughout its culture and practices.

CONTINUOUS REVIEW AND FEEDBACK

Instilling an inclusive culture of continuous review and feedback to encourage ongoing improvement and employee engagement.

USE DISCIPLINES

These master disciplines are used at the point a strategy is first discussed. Teams participating in the process might ask:

Does this strategy:

Help us gain or keep our focus on our mission?

Inspire a how-to attitude?

Cultivate a perspective that focuses on the future vision of what is possible, not just on present conditions?

Reflect our brand, not only throughout our internal and external messaging, but also throughout our culture and practices?

Take strategic advantage of evolving digital platforms and social media?

Support continuous review and feedback to encourage ongoing improvement and employee engagement?



THE RESULT

Organizations with next-gen strategic plans are able to adapt quickly. It's an advantage that isn't merely competitive. It's regenerative.

Your company can develop the ability to recreate and morph in response to shifting trends without losing sight of your long-term vision and values.

You can begin to recognize that surviving requires attention to what is, while **thriving requires attention to what could be.**

Call us and get started
on your strategic plan.

CALL 800.926.7370



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