

1 YEAR INHOUSE EXCLUSIVE

# STRATEGIC PLANNING

## Coaching Plan

**Make your strategic planning less time-consuming whilst staying consistent, thorough and ON track!**

### **Changing the Way the World Thinks about Strategy..**

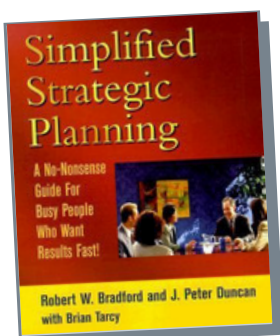
Led by master trainer Robert Bradford, The Center for Simplified Strategic Planning has developed an innovative new approach to Strategic Planning that covers all bases with data-driven strategic decision making which just takes a single meeting every month to drive the process.

This approach is both less time-consuming and more likely to keep the execution of your strategy going forward.

We do this all without complicated analytics or overwhelming KPI reports. The process itself keeps you focused on WHERE you want to go and HOW you will get there.

“  
**SUCCESS** in today's business environment requires that leaders have the ability to **CREATE A VISION** of the organization's future direction as well as **THE COURSE IT NEEDS TO GET THERE.**  
”

by Consultant & Author



### **ROBERT BRADFORD**

**Co Author**, Simplified Strategic Planning, A No-Nonsense Guide for Busy People Who Want Results Fast!

Register your interest and we will organize a 1-hour introductory meeting with Robert, absolutely FREE!

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# About Robert Bradford



Robert Bradford is the keenly creative and insightful CEO of the Center for Simplified Strategic Planning and co-author of the Simplified Strategic Planning Manual and Simplified Strategic Planning. He has assisted many clients in a wide variety of industries, delivering outstanding results.

As a nationally acclaimed speaker, Robert blends a unique combination of broad knowledge and humorous insight resulting in seminars that are lively and practical at the same time. He has great relevant examples for every situation, and his presentations are crammed with great tips. A master trainer, he has spent the last twenty nine years converting management theory into real life application. Robert always stimulates great strategic thinking and leaves seminar participants with practical, "how-to" steps they can take home to put to use immediately.

Robert's seminars resonate with business audiences because they are built upon years of real-world strategic decisions. This real-world management experience enables Robert to bring real nuts and-bolts strategic thinking into every presentation.

## Rave Reviews from Robert's Courses!

"It's a great course to attend; especially to people who are in position like me as a strategist. Robert is an awesome guru!"

**Suhaila Sulaiman, Director of Strategic Resource Division, Inland Revenue Board**

"I learned a lot of things from today's course and I will want to try some of them in my annual planning. I highly recommend the course to future participants. Robert's delivery was great!"

**Hassan Abd Rahman, Head of Corporate Strategy Division, Perbadanan Nasional Berhad**

"I would say he is excellent and he knows the subject very well and he can talk and deliver. Basically what I can see in general is everybody is participating and happy with this course and I hope that you as an event organiser should conduct this and continue making these courses and similar courses in the future."

**Md Razip Mohd Yusof, General Manager, Asset Operation, Tenaga Nasional Berhad**

"Robert's delivery reveals his immense experience and knowledge. The structure of strategic planning was the main strength."

**Chuah Kee Heng - Head of Corporate Planning, Singapore Power**

"It gives our company a good perspective on how we structure our strategic planning. You get to learn and listen to the practical ways of doing business. I encourage people to take this chance and attend this course."

**Hazeem Sultan Al Suwaidi - Senior Vice President, Sales & Marketing, Borouge**

"Trainer provided a well-structured and organized presentation and his roadmap is useful in dealing with complex tasks."

**Maisa Shunnar- Head for Strategy & Implementation, Bahrain Islamic Bank**

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# Meeting Schedule

Your strategic team will meet virtually with Robert Bradford on a monthly basis, over a period of 1 year, with ongoing assignments to ensure success of your strategic plans.

## **1st Month – Situation Analysis**

In the first meeting, we will review your market segmentations and you will be allocated assignments relating to markets, competition and environmental forces.

## **2nd Month – Capabilities**

This meeting is devoted to reviewing the assignments from month 1 (there is a lot!) and a close examination of strengths and weaknesses of your company.

## **3rd Month – Competency and Opportunities**

In month 3, we work on the strategic competency of your organization, and use that as a springboard to brainstorm your perceived opportunities. Coming out of that session, opportunity screening worksheets will be assigned as homework.

## **4th Month – Assessments**

Now, we review the opportunity screening worksheets, threats and the industry scenario. Based on previously completed homework, we will also frame the strategic assessments and discuss their implications.

## **5th Month – Winner’s Profile and Strategic Issues**

The fifth meeting starts with a review of the industry scenario, which is then used to create a winner’s profile. The rest of the meeting is devoted to your top strategic issues.

## **6th Month – Strategic Issues**

The strategic issues discussion is concluded in this meeting, along with noting specific modifications to your strategies and possible objective topics.

## **7th Month – Strategies**

Based upon everything in the previous meeting, the team outlines their vision for the future of the company, including specific market strategies for each segment.

## **8th Month – Goals and Objectives**

We start this meeting by reviewing the mission, then generate goals and objectives. Action plan team leaders are assigned for implementation management, and the action plans are the assigned homework for the next meeting.

## **9th Month – Action Plans**

The team uses this meeting to review and revise the action plans that were prepared as homework for each objective. Budgets and time worksheets are homework for the next meeting.

## **10th Month – Budgets and Schedules**

In meeting 10, the team reviews resource availability for the coming year’s implementation initiatives. The resources include both time and money.

## **11th Month – Action Plan Scheduling**

The team schedules all action steps on each action plan, based upon resource availability.

## **12th Month – Communications**

From this point on, we review action plan progress at the beginning of each meeting. The team also reviews the strategies and objectives, to create summary documents for communicating your strategies internally.

*This schedule is comfortable for a team that is new to Simplified Strategic Planning if you can devote one day per month to the meetings. Experienced teams, or those who can do a more challenging pace – can get through this schedule faster with half-day meetings every month. Speak to us and we will recommend the best schedule to fit your needs.*

If you’d like to sign up for this schedule or attend our next virtual course by Robert Bradford, send an enquiry to [boon@kexxel.com](mailto:boon@kexxel.com)

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