

Strategic Plan Re-alignment During Business Recovery

When emerging from a major business disruption, a revised strategic plan is essential to understanding how the company will adapt and grow in the marketplace. With changing internal and external business dynamics, the company will need to revisit their strategic objectives in order to capitalize on new opportunities.

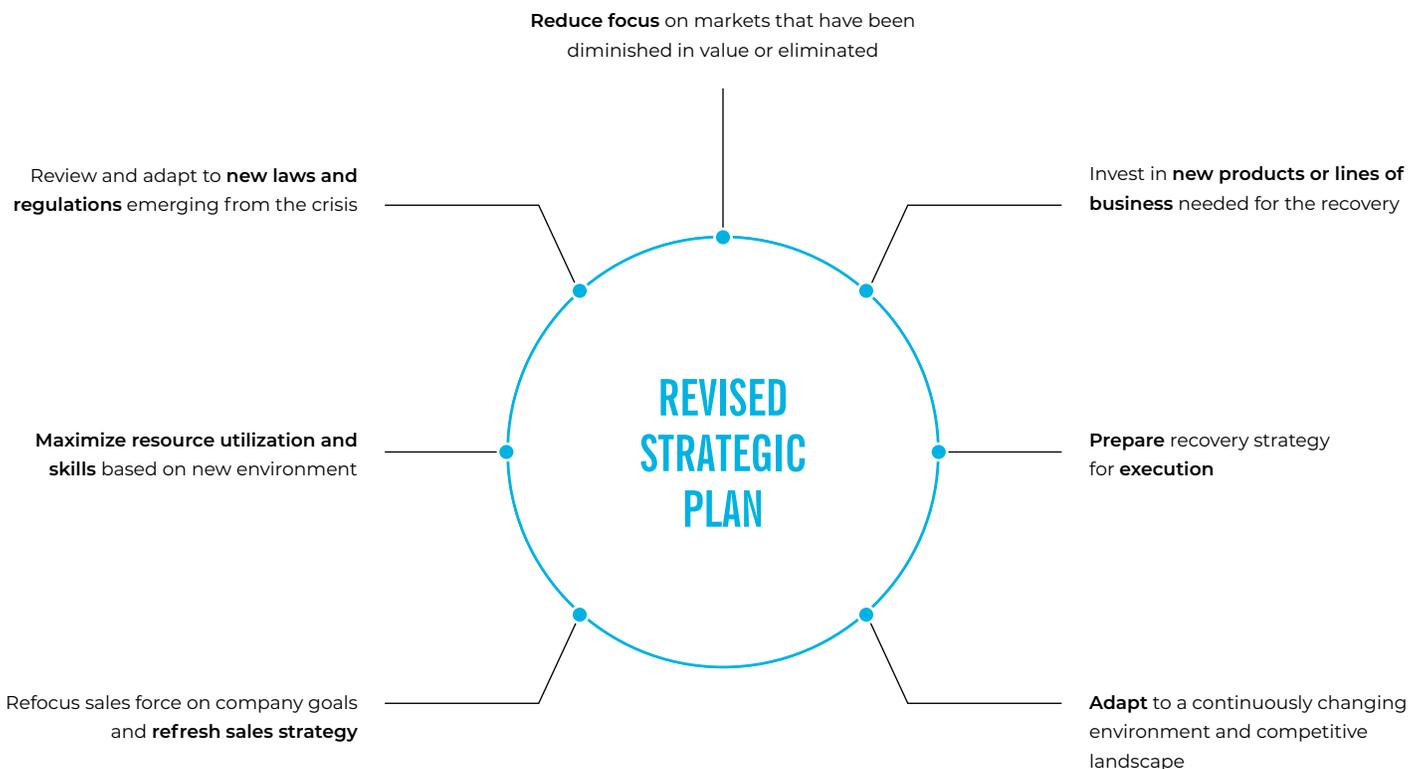
THE KEY QUESTION

Has the existing company strategy been critically reviewed based on the new market dynamics stemming from the business disruption?

- Many businesses are being faced with the **challenge of adapting to a new business environment** with different customers, competitors, and goals.
- Revising or developing a strategic plan becomes more complex and more critical when **faced with a dynamic, uncertain marketplace** and functions, business units, and regions in need of a unified vision.

How must your organization's vision, strategic objectives, and KPIs quickly evolve to adjust to business disruptors as severe as a global pandemic?

BENEFITS OF REVISING STRATEGIC PLAN



HOW JABIAN CAN HELP

NIMBLENESS AND ADAPTABILITY will be the key differentiators for those organizations that are able to assess and capitalize on internal company dynamics and external market forces. Jabian can help guide your company through the disruption and recovery.

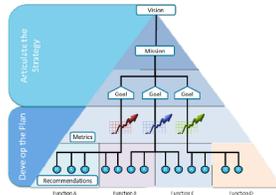
COMMON PITFALL		HOW JABIAN CAN HELP	
1	The strategic objectives are no longer relevant given the current market and environmental conditions	→	Develop or articulate the new strategy to align with goals and opportunities in new market
2	The organization's capabilities have been severely impacted in the disruption and are no longer adequate to meet original targets	→	Re-baseline KPIs and adjust targets given people, process, technology, and leadership in the current environment and economy
3	Newly defined goals are vague and directional , without a clear understanding of how to achieve them	→	Define or update each strategic objective with KPIs , targets, and an action plan to ensure clarity and accountability
4	The revised strategic plan is not accepted by every employee in the organization, causing a lack of ownership and buy-in	→	Execute a change management plan to ensure employee awareness and monitor engagement levels for rapid adoption
5	The strategic plan does not prioritize initiatives based on the needs post-disruption and how the market is anticipated to change	→	Identify top initiatives with the right balance of return vs. level of effort , and develop a plan that focuses on recovery and growth
6	Inability to adapt to continuous changes or pivot as strategies evolve	→	Incorporate dashboard views and feedback loops to confirm impact to business of ongoing projects and conduct continuous KPI revisions and environmental scans

EXAMPLE TOOLS AND WORK PRODUCTS

PESTLE ANALYSIS



BUSINESS STRATEGY



STRATEGIC PLAN



RECOVERY DASHBOARD



If you are interested in learning more about how Jabian can help you realign and deploy your strategic plan, simply contact us at planahead@jabian.com.