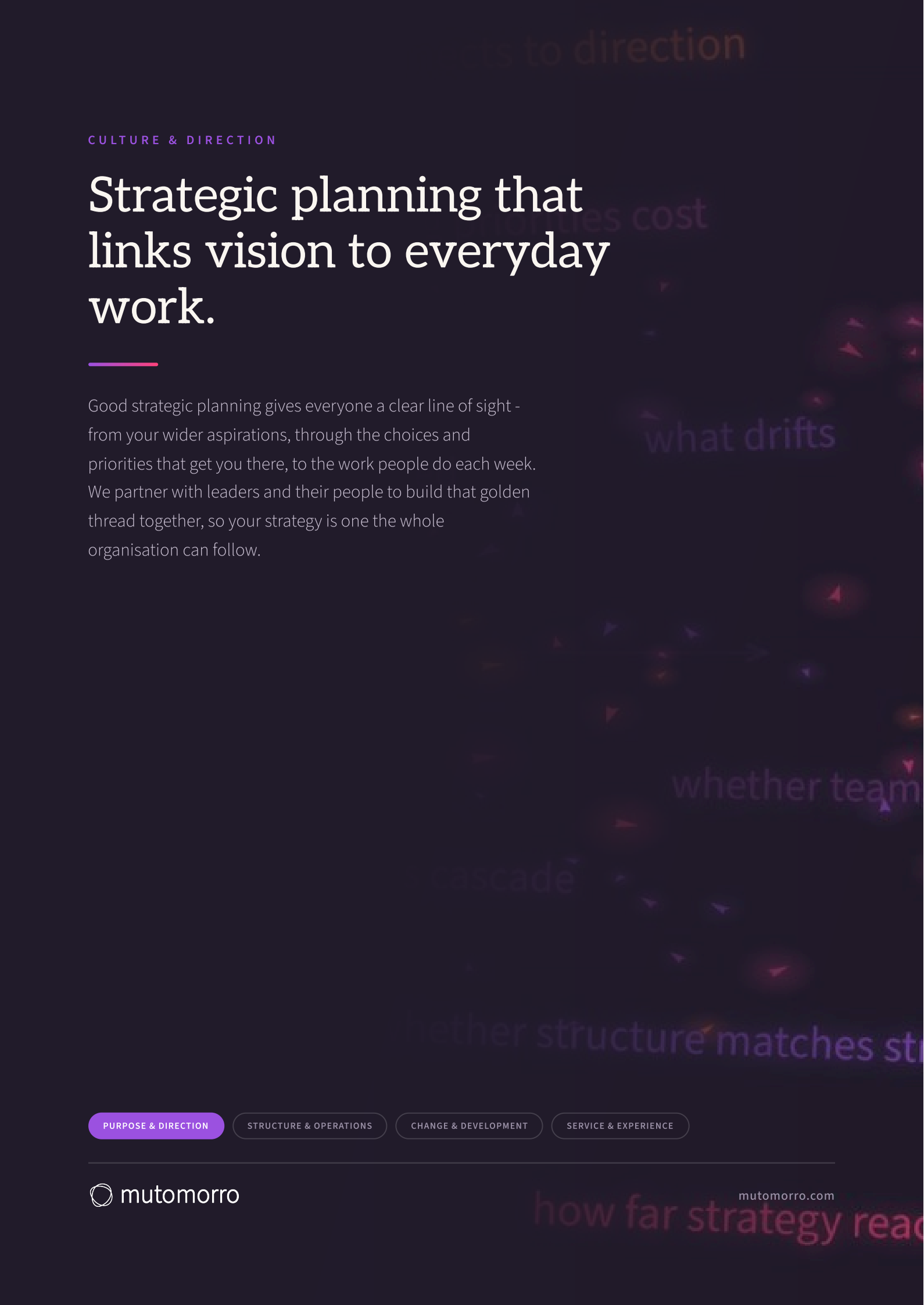
CULTURE & DIRECTION

# Strategic planning that links vision to everyday work.

Good strategic planning gives everyone a clear line of sight - from your wider aspirations, through the choices and priorities that get you there, to the work people do each week. We partner with leaders and their people to build that golden thread together, so your strategy is one the whole organisation can follow.




PURPOSE & DIRECTION | STRUCTURE & OPERATIONS | CHANGE & DEVELOPMENT | SERVICE & EXPERIENCE

CONTEXT

# Whether you're shaping a new strategy or bringing one to life, we help you build the links that let the whole organisation move with it.

A good strategy starts with a clear sense of where you want to be. Its real value comes from how well it reaches everyday work - the choices people make, where time and money go, and what gets set aside. When each part of the plan leads clearly to the next, people can see how their work fits.

That's why we focus on the links. From vision to strategy, and from priorities to the work each team does, we help you sequence the changes so each step builds on the last. And we shape the plan with the people who'll deliver it, so they feel ownership of it from the start.

## We help organisations where...

You have a clear direction. You want the whole organisation to move with it - not just understand it, but feel it.

- **You want strategy that lands in daily work**
- **You want the whole organisation pulling together**
- **You want people to feel the strategy, not just read it**
- **You want energy going into delivery**

### A strategy comes to life in the work people do.

Our approach to strategic planning grows from a wider view: that organisations work more like living systems than machines. A strategy shapes the whole organisation, and the organisation shapes the strategy in return - through the choices people make each day, where resources go, and what gets noticed.

HOW WE WORK

# Creating the conditions for a strategy everyone can follow

We help with strategic planning in lots of ways - developing your strategy, planning how it'll happen, aligning the organisation around it, and reviewing how it's going. Whatever the work, it's practical and collaborative, so people can use the plan in the work they already do. And we work alongside your people throughout, so the skills to plan well stay with you.

## 01 Strategy Development

**Shape your strategy together**

Strategy development starts with where you want to be and the choices that will get you there. We bring leaders, staff, and often the people you serve into the conversation, look at what's changing around you, and help you make a small set of clear choices - including what you'll set aside.

**YOU GET** A strategy your people helped shape, clear enough to plan from.

## 02 Implementation Planning

**Turn your strategy into a plan**

Strategy implementation planning turns your choices into priorities, objectives and owners. We help you decide what comes first, link each priority to a few clear goals and a way of measuring them, and check there's time and money behind it.

**YOU GET** A practical plan that links your strategy to each team's work.

## 03 Strategic Alignment

**Bring everyone with you**

Strategic alignment is about the whole organisation moving in the same direction. We help each team work out what the strategy means for them, and look at the things around them - how decisions get made, where resources go, what gets reviewed - so they back the strategy.

**YOU GET** An organisation pulling together behind its strategy, led by your own people.

## 04 Strategy Review

**Check and refresh your strategy**

Even a good strategy needs a regular check. A strategy review looks at how far you've come, what's changed around you, and whether the plan still points the right way.

**YOU GET** A strategy that stays current, with a simple rhythm for keeping it that way.

OUTCOMES

# What becomes possible

Organisations we've worked with on their strategic planning describe a clarity that wasn't there before. The strategy stops feeling like a document and starts feeling like a direction. People at every level can see how their work connects, and how their part fits into the bigger picture.

| | |
|---|---|
| **A strategy that lands** | Because the organisation is set up to deliver it, not just to read about it |
| **Less friction, more momentum** | Because the structure, operations, and culture are pulling in the same direction |
| **Clearer priorities** | Because everyone shares the same picture of what matters most |
| **Faster execution** | Because energy goes into delivery, not into juggling competing demands |
| **An organisation that adapts together** | Because the plan keeps evolving as things change, with everyone involved |

> *Strategic planning works best when it's shared - a plan your whole organisation helped shape, can follow, and keeps adapting together.*

## Ready to explore what this could look like for your organisation?


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