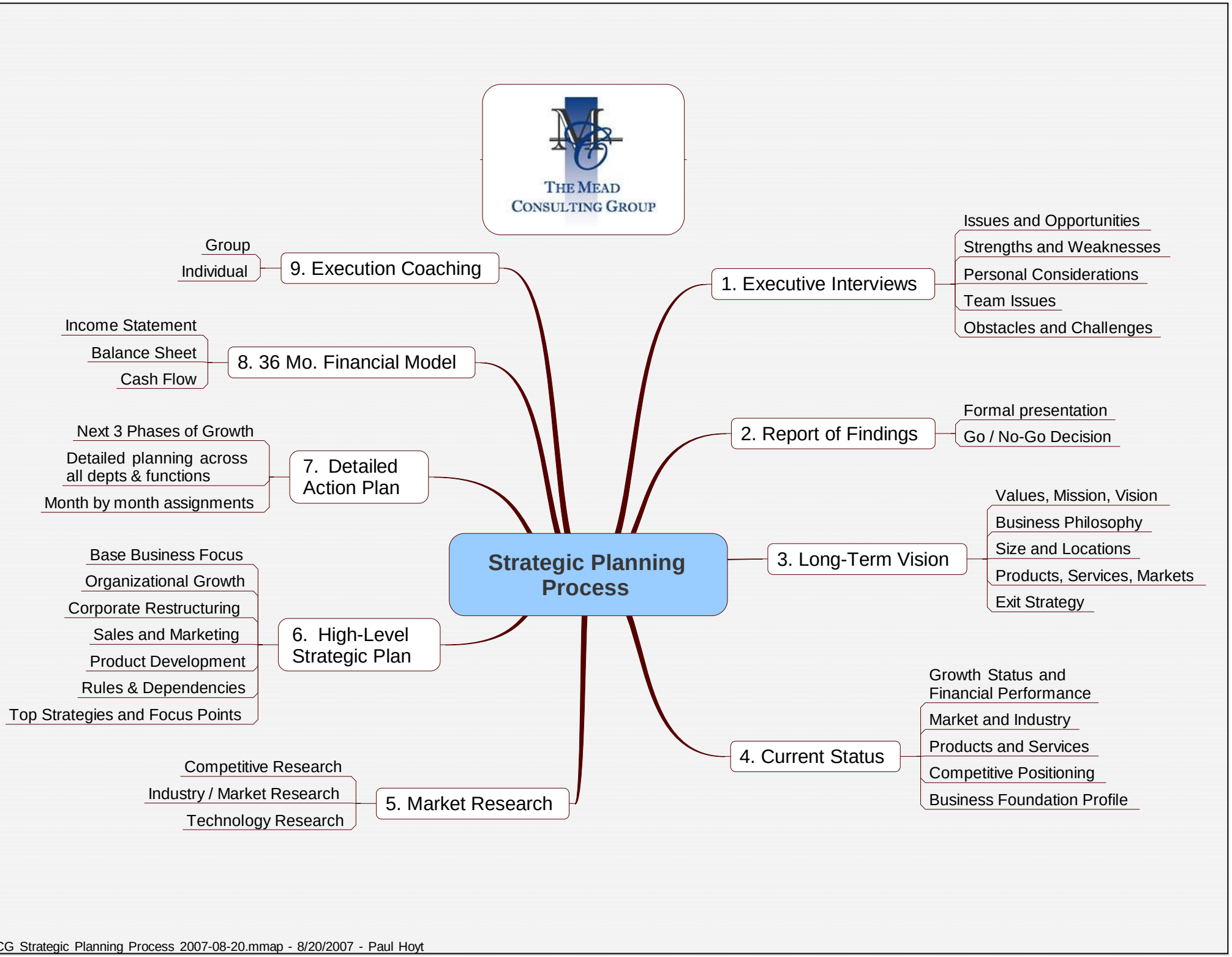
THE MEAD CONSULTING GROUP
Strategic Planning Process
1. Executive Interviews
Issues and Opportunities
Strengths and Weaknesses
Personal Considerations
Team Issues
Obstacles and Challenges
2. Report of Findings
Formal presentation
Go / No-Go Decision
3. Long-Term Vision
Values, Mission, Vision
Business Philosophy
Size and Locations
Products, Services, Markets
Exit Strategy
4. Current Status
Growth Status and Financial Performance
Market and Industry
Products and Services
Competitive Positioning
Business Foundation Profile
5. Market Research
Competitive Research
Industry / Market Research
Technology Research
6. High-Level Strategic Plan
Base Business Focus
Organizational Growth
Corporate Restructuring
Sales and Marketing
Product Development
Rules & Dependencies
Top Strategies and Focus Points
7. Detailed Action Plan
Next 3 Phases of Growth
Detailed planning across all depts & functions
Month by month assignments
8. 36 Mo. Financial Model
Income Statement
Balance Sheet
Cash Flow
9. Execution Coaching
Group
Individual