



# Solomon Coyle Strategic Business Planning and Implementation Program

## The Solomon Coyle Planning Philosophy

Through our years of working with office furniture Dealer Principals, we have found that the greatest value in strategic planning is found in the process, not in the formal plan.

A good strategic planning process inspires discussion, debate, analyses, insights, understanding and commitment to action – and results in a dynamic plan that can be changed as circumstances warrant.

We've also found that different dealers have different planning needs. That's why we offer a full range of planning services that can be scaled to your business and tailored to meet your needs. We'll help you choose the path that will yield the greatest future benefits for your business.

## Defining a Future Business Model & Vision

It's easy to get caught up in the crises of the day, and lose sight of where you are heading.

During our one-day future strategy planning session, we'll review Solomon Coyle's research findings on the industry, dealer models, future trends, and more.

We will facilitate an engaging discussion that helps your team target one or a combination of potential future directions and business models, and develop a strategic vision that will provide a direction and context for future business planning.

The right vision for an organization is realistic, credible, and describes a future for the organization that attracts commitment and energizes your staff.

The vision alone isn't enough to move your company from the present to the future. That's where a strategic plan comes in. A vision is the desired future state for the organization; the strategic plan is how to get from where you are now to where you want to be.

## Preparation of an Operating Business Plan

The two-day planning workshop includes a review of your current operations, financial analysis, and team exercises. During the planning process, we will discuss critical topics that impact your company and challenge your leadership team to suggest solutions.

Based on our in-depth understanding of dealer operations, we will help you identify and target key initiatives that will create the greatest potential ROI. And, we will achieve consensus and agreement among the executive team on the assumptions and key decisions made.

The result: a one-page focused and actionable business plan along with the implementation and accountability toolset needed to help your team successfully execute.

## Plan Implementation, Execution & Accountability

A plan is only as good as your ability to execute it effectively. Our proven implementation process is designed to close the execution gap – the gap between what an organization plans to do and what it actually achieves.

We'll guide you in creating a strong culture of accountability within your organization, so that every employee understands your strategy, your plan and their part in making it happen.

To keep your team on track, we'll provide outside accountability and an independent perspective. Through regular phone calls and check-ups, we can help assign actions, monitor progress, and accomplish tactical steps that support your strategic initiatives.

**Our unique planning approach leads to clearer focus, smarter strategy, greater accountability, sharper execution, and better overall business performance.**