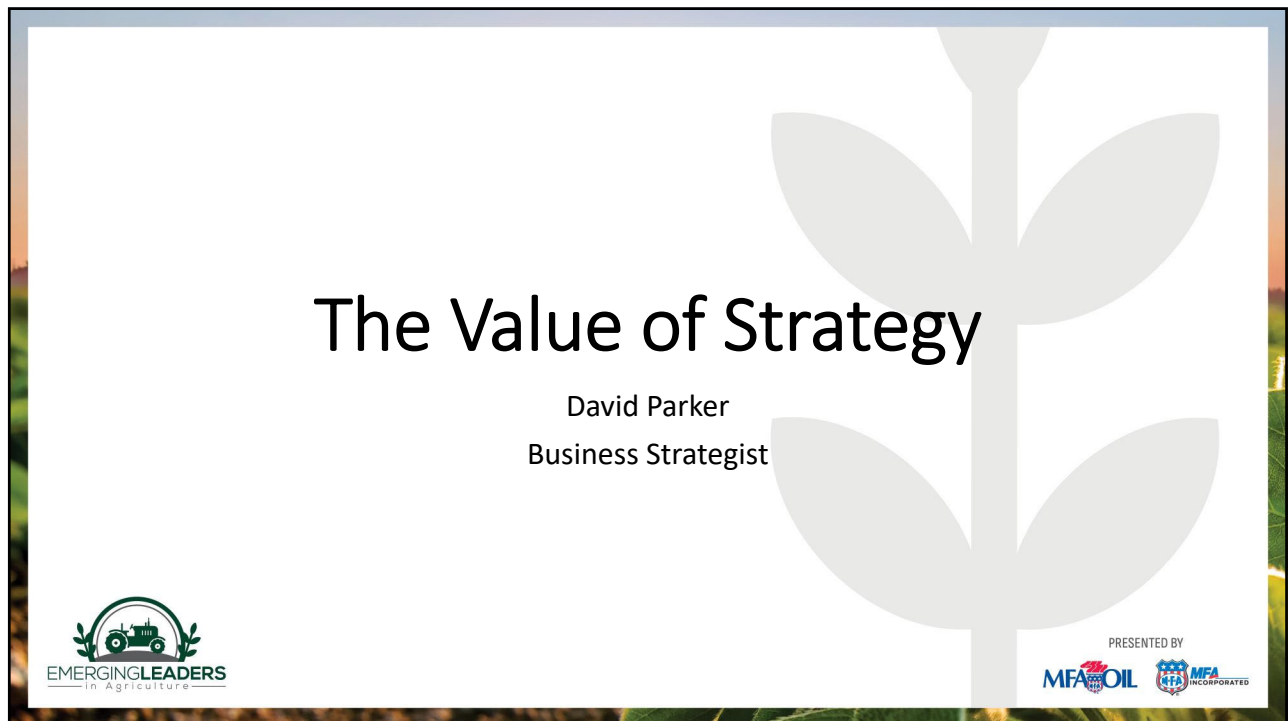




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Strategic Planning

The goal of strategic planning is to provide a well-defined path forward that supports a vision for what the organization aspires to achieve.

"The framework which guides those choices that determine the nature and direction of an organization."

~ Kepner-Tregoe ~

"It's about being different ... it means deliberately choosing a different set of activities to deliver a unique mix of value."

~ Michael Porter ~

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■ YOU CAN DO ANYTHING...YOU CAN'T DO EVERYTHING!

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Three Strategic Questions

- What?
- So What?
- Now What?

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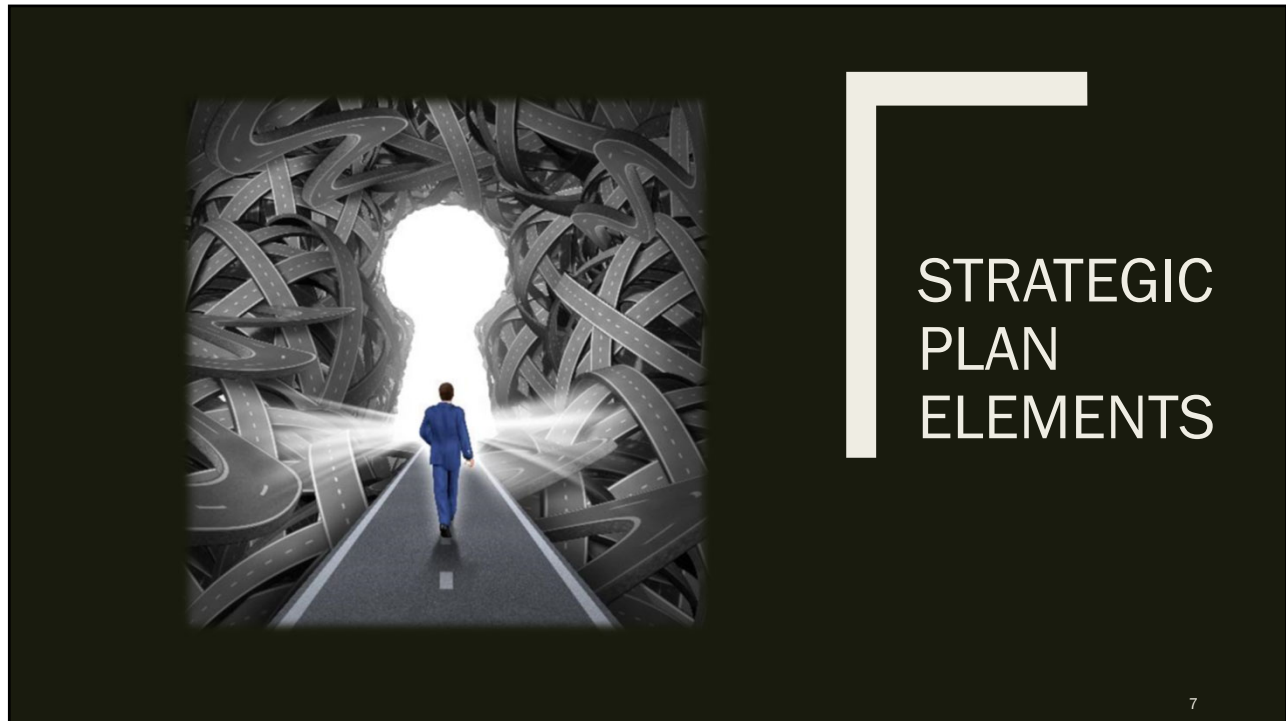
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ENVIRONMENTAL
SCAN

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STRATEGIC PLAN ELEMENTS

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Definitions

MISSION: Why the organization exists and what it seeks to accomplish

VISION: A motivational image of what success will look like in the future

VALUES: The basic beliefs that guide organizational members as they pursue the organization's mission

STRATEGIC INTENT

A short definition of the ultimate conclusion that strategy is designed to achieve - describes the organization's objective, scope and advantage

BUSINESS PRIORITIES

Agreed upon priorities aligned with the organization's mission and strategic intent

STRATEGIC INITIATIVES

Tactical plans that support business priorities

8

8

Critical Question

- We will be successful by 2027 if _____?

9

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What is Strategic Intent?

A short definition of the ultimate conclusion that strategy is designed to achieve - describes the organization's objective, scope, and advantage.

10

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Strategic Intent - Retail

Organization will grow to a \$1 billion company by 2025 employing the brightest and best talent **working with progressive customers** as trusted advisors delivering knowledge-based technology and risk management services through modern assets

Objective *Scope* *Advantage*

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Craft Our Strategic Intent

Draft a statement based on the following elements

- **Objective** - A single precise objective that will drive the business over the next 3-5 years.
- **Scope** - Where or with whom will you focus/serve.
- **Advantage** - Our unique value proposition and the specific activities that allow our business to win.



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Strategic Intent Statement

- XYZ FARMS will generate a minimum of 15% ROR annually through 2027 by meeting targeted supply chain partners needs focusing on sustainably producing the highest quality pork products in the market, utilizing best in class talent and management partners.

- XYZ FARMS will remain a family focused diversified pork production and direct to consumer protein provider generating 15% ROR annually through 2027, by maintaining the highest standards of quality, sustainability, and talent management.

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Determine Our Business Priorities

An agreed upon priority aligned with the organization's mission and strategic intent.

- What business priorities will allow our business to achieve its vision? Consider things like:
 - *Financial/Profitability*
 - *Customer/Market Share*
 - *Product/Service Mix*
 - *Organizational Structure*
 - *Other*



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Identify Our Strategic Initiatives

Tactical plans that support strategic intent and business priorities.

- What strategic initiatives are critical to our success in 2027?



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Establish Our Action Plans

Initiative:			
Key Actions	Champions	Additional Resources	Timeline

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Next Steps

- Create and complete action plans that align with our strategic initiatives
- Finalize dates and champions to complete each action item
- Incorporate our new strategic intent statement throughout the culture of the organization
- Implement our strategy

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The banner features a green tractor silhouette within a circular frame, flanked by leafy branches. The background is a soft-focus image of a field at sunrise or sunset.

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