



Evidence-Based Strategic Planning

Executives and leaders of complex organizations are faced with some of the biggest management challenges. They are caught in the middle between the immediate operational pressures while also being responsible for meeting long-term goals. **Strategic Planning is a rare opportunity where leaders can set the course for the future, and align everyone in the organization towards a common vision.**

What is Evidence-Based Strategic Planning?

Evidence-based strategic planning is an innovative approach to capture the voice of a complex organization that draws a direct connection between consultation and identified opportunities. The process generates rich data on strengths, weaknesses, opportunities and threats, both from an internal and external perspective, which is transparently processed into future strategies that everyone can get behind.

Traditional Strategic Planning	Evidence-Based Strategic Planning
<ul style="list-style-type: none"> • Participants engage with facilitators. • The facilitators take a long time to turn around results from working session. • Participants don't see their voice in the results. • Opinions count more than facts. Individual participants can have too much influence in the process. • On-line surveys are too long and response rates are too low. • Implementation planning is an after-thought. • The impact of the process isn't measured. It's unclear if it succeeded in engaging the participants. 	<ul style="list-style-type: none"> • Participants engage with each other. They act as interviewers and interviewees. • Summary results are presented in the same sessions. • Every voice is heard. The summary results can drill down to the original text of each participant. • Scientific evidence is obtained to prove or disprove hypotheses. Every participant has equal influence in the process. • Innovative use of survey technologies and incentives resulting in high response rates. • Implementation planning and implementation support is part of the process. • Engagement is measured pre and post, generating powerful evidence of change.





PLEASE CONTACT US IF YOU ARE FACING THESE CHALLENGES:

- There is a need to align a diverse group of people with different attitudes and perspectives towards a common vision and strategy.
- There is a desire to engage the entire organization in a breakthrough team-building and culture-building experience.
- There is a need to build a strategic plan that everyone can get behind, and there is a desire to take a fresh and innovative approach.
- Your organization wants to ensure that the strategic plan is implemented, and the future vision is realized.

“ *I don't think we could have gotten this far, this fast, and with this level of engagement had it not been for the process* ”

Project Sponsor of an organization that more than doubled its' level of alignment through the process

About AnalysisWorks:

AnalysisWorks is a company that specializes in combining advanced analytics with softer human factors to achieve breakthrough performance. We are an experienced group of management consultants, data experts, and industrial engineers who are passionate about making a difference. AnalysisWorks was recognized as one of Canada's Top 200 companies by the PROFIT magazine.

