

Strategic Planning

An MRA member wanted to create a long-term vision for its brand with a strategic plan and process for growth over the next five years.

Challenge

The manufacturing firm’s leadership team felt they could not articulate the long-range plan they had in mind. They had conducted a strategic planning process the prior year, but realized that the direction was too vague and employees were not connecting individual work to company growth.

Objective

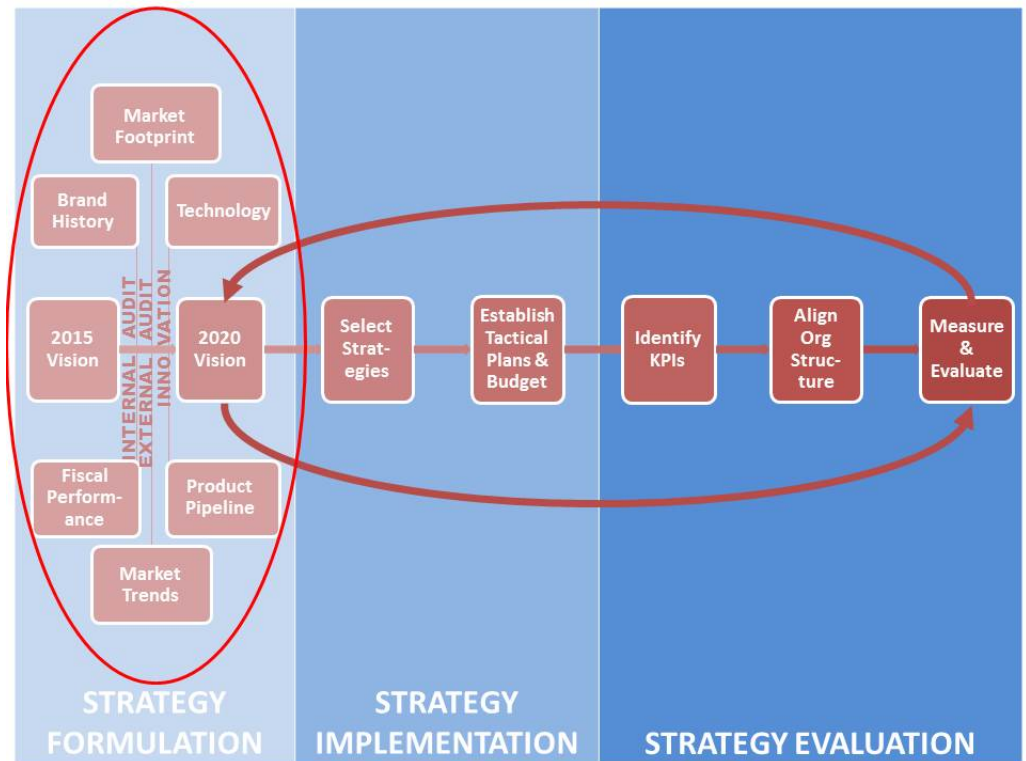
The company engaged MRA’s Organizational Development group to advise their executive team on the strategic planning process. The objective was to develop a five-year strategic vision that would be clear and easily understood by managers and employees throughout the organization.

Results

MRA Organizational Development experts partnered with the CEO and conducted one-on-one meetings with management team members to get an in-depth perspective of the organization and growth goals.

They reviewed company history and market information, and facilitated a leadership team planning session.

During the planning session, MRA and the team:



- Created a focused definition of the company vision and brand ... five years in the future.
- Identified the company’s presence in the marketplace—past, current, and future.

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- Examined past, current, and future state of the organizational design and succession plan imperatives.
- Identified a four-year strategic growth path, which included new product rollouts, product enhancements, and potential acquisition or strategic partnership.
- Set key company and departmental performance indicators with yearly goals using a multi-phased approach that would elevate the company to its five-year target.

The company has launched the strategic vision and implemented the five-year plan, and is looking forward to promising market returns.

Find out how MRA can help your organization with strategic planning. Contact Member Relations at MemberRelations@mrnet.org, or call 800.488.4845.