

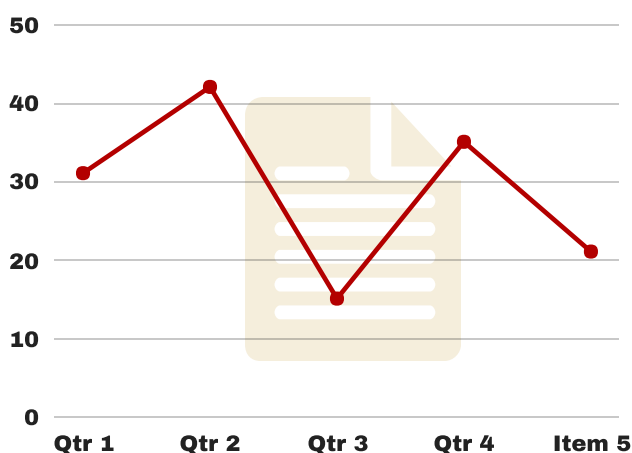
A BRIEF HISTORY OF STRATEGIC PLANNING



Every business starts with an idea and a few actions. After that, it may follow many paths...

v0 NO PLAN. ZIP, ZILCH, NADA, ZERO, NOTHING.

Call this version 0 or flying by the seat of your pants. We just take action based on the issues or pressures of the day. High stress and unpredictable outcomes



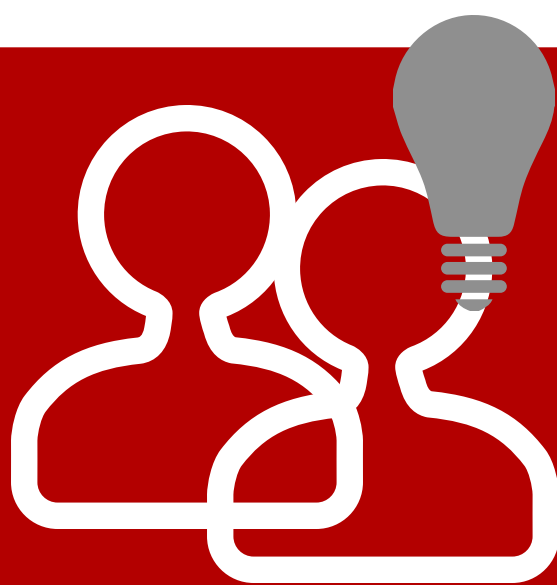
ALL THE DATA,
ALL THE TIME

v1.0

Next, business moved to a data driven approach--lots of data
Budgets, Industry Experts, Data Mining, SWOT analysis, projections from prior year.

v2.0 COLLABORATION & COMMUNICATION

In v2.0, bring people together and everything will be ok. Collaboration and communication are the solution. Brainstorming and idea generation. The question is: what guides the communication?



INTEGRATION
& EVALUATION

v3.0

Knowledge mapping provides a solution to the data muddle of v1 and the potentially misguided collaboration of v2. By creating maps using a structured evaluation process, teams can make better sense of the data and collaborate from a more rational foundation.

ASK MATT

- Model your organization using our novel knowledge mapping process (v3.0)
- Create perspective and build consensus needed by busy leadership teams
- Identify important processes that drive success
- Uncover important key performance measures and target values
- Establish goals and action plans based on facts, not emotions



ON THE WEB @ ASKMATT.SOLUTIONS

