



## capability paper

# STRATEGIC PLANNING

Action without strategic guidance creates risk. Planning enables organizations to cut risk and reap growth by translating the strategy into reality. Organizations need a clear, actionable plan that accounts for the internal and external drivers while remaining adaptive to change.

For corporations and non-profits, market outlook is at the core of gaining an edge in their field. For the government and military, a strategic plan must convey the leader's intent in alignment with higher headquarters and with attention to the future operating environment.

Outpost offers a structured, facilitated approach to strategic planning that charts a clear direction, with goals and objectives that align to the organization's mission, as a path toward its future vision. A successful strategic plan must cascade the organization's mission and vision into operational objectives that the team then accomplishes. A strategic plan from Outpost provides the point-of-departure that aligns your enterprise on an upward trajectory, with built-in agility to pivot against emerging factors – yet remains simple for everyone to understand, take ownership of, and execute.



### CASE STUDY\*

**Challenge:** A 300-person U.S. Air Force division with a nonstop mission to equip the warfighter needed a strategic plan to guide its execution of 30 varied programs and over \$4.7B budget.

**Solution:** An environmental scan of the division uncovered communication gaps and areas for better integration. While members understood the importance of their high-tempo work, they also reported some morale issues. Unknown to leadership was how much stovepipes inhibited cross-cutting initiatives and a common culture. Facilitated strategy sessions gave leaders time to pause, regroup, and plan against evolving mission requirements. Carefully surveying the landscape up front enabled the team to craft a mission statement and strategic plan to achieve specific, division-wide goals and objectives.

**Result:** A plan that resulted in tangible benefits to their operations as well as a stronger culture.

\*The office in this case study is not a client of Outpost LLC, which did not work on the project described above. However, an Outpost principal was part of the project team while employed at a different company. This case study contains no proprietary data or methods.

### Outpost's Capabilities:

- Strategic Plan Development
- Current / Future Environment Analysis
- Strategy Workshop Facilitation
- Mission-Vision-Goals Synthesis
- Action Sequencing & Prioritization
- Workforce Messaging / Adoption
- Plan Execution Support

Outpost offers an array of consulting solutions, tailored to your landscape. Reach your destination → **mapped by Outpost.™**

# OUTPOST