



Strategic Planning

Bring Clarity | Drive Results

Can each employee name your top organizational objectives? Does your strategic plan paint a clear picture of how you will achieve these critical outcomes? Ineffective strategic planning leads to ambiguity and undesired results.

There's a better way....

GoalSpan strategic planning maximizes employee engagement. We translate strategies into targeted outcomes, managed with a clear roadmap. GoalSpan helps enhance accountability, link infrastructure to organizational imperatives, and improve the ROI of your greatest asset - your people.

Create Buy-in

Planning effectiveness is reduced when organizations don't properly assess their current reality. GoalSpan skillfully captures and integrates candid feedback resulting in improved ownership and prioritization of strategic initiatives.

Action-Orientation

GoalSpan helps you maximize your ability to execute by turning your strategic plan into a process, not an event. Your living-breathing plan helps your team stay accountable, guiding you to success.

Focus on Values

Are your core values truly "core" or are they window dressing? GoalSpan integrates core values into the planning process, providing an improved filter upon which decisions are made and strategies formed.

Realistic Approach

Creating plans that are overly aggressive is demoralizing, leading to missed deadlines and declining morale. Our approach helps your team develop and prioritize realistic tactics which are managed with powerfully easy tools.

To learn more about how GoalSpan can help your organization crystallize your vision and strategic objectives, contact us today at (800) 350-9574.

GoalSpan Approach

Situation Assessment

- Present Reality
- Competency Gaps
- SWOT Analysis
- Competitive Advantage

Strategic Direction

- Mission
- Vision
- Values
- Goals

Action Plans

- Objectives
- Tactics

About GoalSpan

GoalSpan was founded on the belief that effective strategic and performance planning is fundamental to the success of any organization. Our solutions help organizations dramatically improve bottom line results.

GoalSpan is based out of the San Francisco Bay Area. For more information on our company and our solutions, please call (800) 350-9574, or visit www.goalspan.com.