

Vision Quest CONSULTING

LEADERSHIP COACHING THOUGHT



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Vision Quest Consulting provides leadership coaching, organizational development consulting, and training to top executives and their teams.

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Welcome to Vision Quest Consulting's Leadership Coaching Thought!

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THIS MONTH'S TOPIC: THE HALF YEAR MARK

Smart organizations are changing the way strategy is handled. Many companies have launched participatory strategic planning programs involving hundreds and in some cases like at Nokia, thousands of employees.

A recent Fortune Magazine article indicated that failure to execute strategy was the most common reason for executive failure. Managers can be so caught up in handling the crisis of the day that they forget strategy. When the organization's strategy is delivered as a top-down program, there can be the problem of getting buy in and real commitment from employees. The more employees can participate in the planning and development of the annual corporate strategy, the better your chances of successfully delivering on it.

To keep the planning process close to the realities of the market, today's strategists say your strategic plan should include interactions with key customers, end-users and suppliers. This is a key element and a revolutionary step in strategic planning to help produce what customers really want.

A Strategic Planning Model. Simply, your strategy is the link that translates why you're in business or how you will stay in business to desired outcomes and results. Linking your vision and mission to what employees will do everyday is a critical step many companies fail to take.

There are many models to use to develop your company's strategy.

Here is a simple model that I find useful. Notice how all the pieces link together.

Mission: Why we exist

Values: What we want to strive to be

Core Values: What do we believe in

Strategy: Our game plan outlining major initiatives with desired results

Implementation: By department, what we need to do to deliver

Personal Objectives: What each individual needs to do daily, monthly, quarterly and annually to obtain results outlined in the strategy

Strategy Check In. My clients and I go off site once a quarter to review how they are doing on the execution of their strategic game plan. We discuss specifically where we are on track, where we are slipping, and what course corrections we need to make. Desired outcomes of this strategic planning and quarterly check in are satisfied shareholders, delighted customers, effective processes and a motivated, prepared and well informed workforce.

OFFERINGS

1. Take it To The Top; A Guide to Executive Coaching and Mentoring in America's Top Corporations by Wendy Capland is available for \$49.99. DO NOT HIT REPLY TO THIS MESSAGE. This book is available as well as an audiotape on Developing Effective Leadership and Coaching Skills by clicking:

<http://www.visionquestconsulting.com/store.html>

2. The Impact of Executive Corporate Coaching Programs, audio tape \$19.99 DO NOT HIT REPLY TO THIS MESSAGE. This tape is available by clicking:

<http://www.visionquestconsulting.com/store.html>

3. Complimentary half hour Coaching Session, first come first served. To register or obtain more information, email wcapland@visionquestconsulting.com with your name and phone number so that we may contact you:

Leadership Coaching Thought is written and produced by Wendy Capland. If you have any questions or comments, please send them to: wcapland@visionquestconsulting.com. We'd love to hear from you.

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