

FOCUSED STRATEGIC PLANNING

MISSION AND VISION



Francis A Jones has developed Focused Strategic Planning as a way of helping our clients pinpoint specific factors or issues that affect their business, and give them the attention they deserve. Our aim is to provide the relevant data, skills, objective feedback, guidance and tools you need to move forward with confidence.

Remember why you're in business?

As time passes, your business changes and the factors that impact it seem to multiply, it's easy to lose sight of your original motivations and objectives. But when you're talking to customers, staff and suppliers, it's essential that your communications reflect why you're in business, what you wish to achieve, and the values that drive the organisation.

The Mission & Vision Workshop is about helping you regain an understanding of your 'why', and articulating your 'how'. Undergoing this exercise can help you realign your internal policies and operations, your marketing and branding, your customer relations and more.

It seems basic, because it is – and often it's neglected because it is so fundamental to your ongoing operation and success.

Go back to the beginning.

In preparing for this workshop, we'll investigate your history, your owner and stakeholder views, your internal culture and external relationships, and your communications with all parties.

The answers you provide in our free business insights questionnaires – including questionnaires around your personal goals and business success – will be pivotal in helping us understand your practices, purpose and ambitions, and the factors affecting your business.

Start fresh and clear.

In a two hour workshop, we'll work with you to re-establish what your mission and values are today, how they have evolved since you started the business, and how reasserting them can have a positive influence on every aspect of your business.

After the workshop we'll provide a strategic plan that will help you action the ideas, tactics and policies discussed, and we'll follow up four weeks later. If you need it, we can update, evolve or help you reassess every aspect of the strategies you choose at any time.

Check faj.com.au for more information and business insight questionnaires that will help you protect, grow and improve your business, or call us on 9335 5211.