

Luminous Group Consulting LLC:

How Luminous Strategic Planning Service

Benefits Your Business?



We live in a results-oriented world where a well-functioning management team is an oft-overlooked & underdeveloped strategic consideration. From the Luminous perspective, while we value the kinds of results that are measured in terms of deliverables, we are also keenly aware of the fundamental relationship between a management team fully engaged in a strategic vision and the successful execution of strategic business objectives.

We measure success in this area through three simple criteria that provides significant business value: **communication, accountability, and monitoring status and progress.**

That is why at Luminous, we apply our work for organizations with integrated modalities supporting *people, process, and technology*. Our work with *people* focuses on the human aspects of organizational dynamics. At the senior management level, this involves working with management teams to develop the habits that make strategic planning a way of working, a way of approaching all aspects of the business. We have found that the best way to do this is to work through the strategic planning process with the team and then supporting everybody to bring the strategic execution process into their daily work in a way that makes acting strategically habitual.

Communication

The power of any team is greatly enhanced with a shared commitment to ideas, alignment behind goals, and enrollment to a higher sense of purpose. Your plan articulates the ideas that motivate individuals to act from enlightened self-interest, where they recognize that what is good for the whole will ultimately serve them as well. When properly motivated, they are willing to do things that before were low priority or not get done at all. Articulating a strategic plan as a team also clarifies the interdependencies between functional roles and departments, which improves the shared understanding how insignificant actions in one area have a big impact in another. Communication is the key for collaboration – while clear objectives and measurable goals provide the foundation for productive meetings and constructive conversations.

Accountability

Measurable goals and outcomes within specified time frames let everybody know what they need to focus on and how it affects others. It forces teams to think about the quantifiable indicators that best represents the desired outcome. These indicators become the management tools that provide feedback about what is working and where to improve the effectiveness of the work. They also create a dynamic of mutual accountability that is grounded in objective information. Everybody knows what is expected of them and can manage their time and energy accordingly. Starting from accountability, there is a solid foundation for the conversations about the resources and support needed to deal with constraints and leverage opportunities that make goals realistic and achievable. You have the framework that allows you to manage your team proactively and based on outcomes and they have the authority to figure out how to get their goals accomplished.

Monitoring Status and Progress

The process of continuously working your strategic plan is critical to getting the best results. Your team needs to update the indicators of their goals and review them in quarterly and sometimes monthly meetings. You will discuss the progress, identify challenges and make necessary adjustments in priorities, resources, and/or expectations. These meetings provide the forum for continuous improvement efforts and learning. We are often forced to update preconceived notions, concepts and ideas about what works and how it is working. Such habits are invaluable to creating a management team that holds a decidedly strategic view.

What is in a strategic plan?

Vision

The vision statement articulates what you want to accomplish in specific, measurable terms. It usually looks three to five years out and may contain financial benchmarks, market share, regional expansion, employee base, brand recognition, or whatever else is meaningful to you and your team. Your targets should be realistic and ambitious in a way that is highly motivating in the context of your company culture. At the end of a planning cycle you want to be able to objectively tell how much you have exceeded or how close you have come to your stated targets.

Mission and Purpose

The mission statement articulates what about your work is important to you and how it matters. It is aspirational in nature and looks to a purpose that transcends the self-interests of the company and its owners. Money, market share and the like do not provide the sustaining motivational power that value statements and a shared higher sense of purpose can generate. Here too, it is important to strike the balance between ambition and realism so that the statement is motivating. If you aspire to certain values be really clear how you live them in

everyday actions. Lofty mission statements that do not have a felt, lived sense in everyday work life sound hollow and may have adverse effects.

Strategies

Your business strategies articulate all the ways the business is making money. They interrelate to support each other where one strategy opens doors to new customers, the bread-and-butter revenue generator, the differentiator, the highly profitable up- and cross-sell, passive income, and many more. Each of them face their particular challenges and the particular balance between them creates your unique business. Think about all the ways that shifting that balance will make your business more successful. You also want to stay really clear about the fundamental business idea that you want to remain true to and cannot change without turning it into an entirely new business.

Strategic Issues

Every business and every situation has challenges and issues that you are working hard to resolve in order to move forward. Many of them are effectively resolved once they are clearly articulated and new actions or processes are agreed upon. Others prove to be more persistent. They require a broader, systemic view of all the business aspects that affect the situation. The solution is found with Luminous' multi-pronged approach where often small changes in aspects surrounding the issue will have a big positive impact. Your plan coordinates these efforts and measures the effectiveness of changes, which often provides surprising insights into the actions that have the biggest leverage for change.

Initiatives, Objectives and Goals

Your strategic plan groups related goals into the broader contexts of initiatives and objectives so that it is always apparent, how they support a larger idea. Generally, plans end up with a five to ten high-level initiatives that create the buckets for all the objectives and goals within the organization. Some of them will fall along the lines of functional roles, while operational or management initiatives span across the organization. Goals are described in terms of specific measurable targets; they have an owner, and a time frame for its accomplishment. You can add more details to your longer-term strategic goals in action plans and milestones that track shorter-term progress.

The Management Process

Strategic planning is an ongoing activity where the conversations about strategic business issues are conducted through the lens of a shared plan. You have agreements about when to update the information of the goals and meetings where the goals are reviewed in terms of progress and effectiveness. It is also where you make adjustments to goals with your full team at the table.

About the Service

Luminous' strategic planning services are the result of a joint venture between Luminous Group Consulting LLC and Volker Frank Consulting LLC. Luminous Group work with companies who want to build healthy systems of practices in their work and information flows. We offer an interdisciplinary set of consulting services that span cultural, strategic, organizational, and technological domains, ensuring that the investment companies make into their technology has a strong alignment with strategic goals.

To find out how Luminous' Strategic Planning Approach can improve your business, contact us at strategy@luminousgroup.net or 866-495-7354.