



SchellingPoint Strategic Planning Method

A SchellingPoint Alignment Cycle is the most successful strategic planning process available today. Why? You can build a more comprehensive, well thought-out strategy, with broader participation in less time with more convenience. The results? A strategy with broader team buy in, that leads to optimal implementation.



What is a SchellingPoint Alignment Cycle?

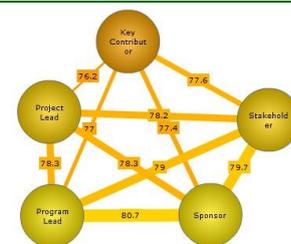
SchellingPoint is based on a proven methodology that combines the flexibility of web-based technology with in person facilitation. It enables groups to align on their goals, identify assumptions, address barriers to success, and mitigate unintended consequences. Employing methodology based on practical theories of group behavior by leading experts in management science, an Alignment Cycle measures, then maximizes a group's alignment resulting in realistic plans for coordinated action.

How does it compare to traditional strategic planning methods?

Traditional Strategic Planning	SchellingPoint Strategic Planning
<ul style="list-style-type: none"> • Difficult to coordinate schedules for face-to-face meetings. • Group sessions are dominated by the strongest personalities. • Information is withheld as some believe they will be, or have been, criticized for their positions or disregarded. • Valuable time is spent discussing topics that the entire group already agrees upon. • Miscommunications resulting from lack of awareness of group communication techniques. • Consultants provide their recommendations to the group, which are not necessarily shared by all the members of the group. • Deliverables are typically a presentation with limited implementation value. 	<ul style="list-style-type: none"> • The web-based process can be engaged from anywhere at anytime. • Anonymity during the assessment period greatly increases participation. • More participation increases the insights and accuracy of information used for strategic decision making. • Disagreement is identified in a safe setting then addressed by experts in communication methods. • Improved Execution – <ul style="list-style-type: none"> • an aligned team executes faster • people are more committed • the team is energized. • The group is facilitated to develop an endorsed strategic action plan, including scorecard and roadmap, that is their own.

What are the steps in the process?

- Typically participants spend 1-2 hrs per week over a period of 2 to 6 weeks:
1. Meet with client sponsor to review process, timing and participants.
 2. Interview key participants using proprietary strategic planning questions customized for this particular project. These interviews surface the complete set of issues the group is facing. (1 hour per participant).
 3. Information from the interviews is used to develop a web-based assessment that each participant takes at their convenience. (20—30 minutes per participant, including feedback follow-up).
 4. Final assessment results are analyzed and presented to the group in a 2 hour web-based seminar or, at your choosing, an in-person meeting.
 5. A facilitated face-to-face strategy session, 2-4 hours in length to ground assumptions, agree upon goals and resolve high priority misalignments. Based on the exclusively licensed collaborative methodology from Harvard's Chris Argyris. This session is frequently combined with the assessment analysis presentation, and results in a strategic action plan.



	Key Contributor	Program Lead	Sponsor	Stakeholder	Project Lead
Benefits	79	84	87	81	83
Customer Experience	80	87	86	84	86
Definition	63	79	66	65	78
Analytics	81	91	89	84	81
Competition	76	86	85	84	72
Content	75	82	86	84	72
Portal	79	85	79	81	83
Implementation	75	83	84	79	78
Organization	71	84	77	77	81
Process	76	85	82	77	79
Resources	81	87	84	81	78
Technology	76	78	86	80	86
Leadership	80	90	86	84	82
Sales Force	76	89	84	79	82
Competencies	72	81	84	79	78
Culture	80	81	86	81	81

	FY 2009 - Educate	FY 2010 - Probe	FY 2011 - Leverage
Market	Green Market Matrix Green ROI Model Consumer Behavior Analysis	Green Control Checklist Green Controls Green Forward Mgmt	Green Market Analysis Green P&L Gap Analysis
Products	Green Best P&L Green Gap Analysis Green Reporting	Green Data Capture Green H2H1 Label Gap Analysis	Green Investment Fund Gap Analysis Green Portfolio Mgmt Criteria
Operations	Green Service Green Software Green Reporting Green SOP Upgrade	ZeroState Opportunity Analysis ISO-9000 Green Reporting SOP/POC Business Case Green Reporting	Green Procurement Gap Analysis Greening ESO Green Flow Plan Green Reporting
Personnel	Green Lodging Resource Plan Green Knowledge Mgmt Green Training	ISO 10011 Certification Green Training Gap Workshop Green Incentives	Green Lodging Travel Policy

To learn more about using SchellingPoint for Strategic Planning please contact:



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A SchellingPoint Network Partner