

Strategic Business Planning Services

Having No Plan is a Plan to Fail

The pace of today's business world is relentless. Constant deadlines and an always-on business culture have resulted in expectations for immediate action and availability.

Given this environment there is an ever-increasing challenge being placed upon business leaders to balance the need for tactical action with the time necessary for strategic planning. All too often strategic planning takes a back seat. Failure to dedicate the time needed to carefully plan business objectives, strategies and tactics is a recipe for mediocre and poor performance.

The Importance of Planning

All business leaders recognize the importance of planning, yet few demonstrate the discipline necessary to make strategic planning a core part of their approach to the market.

As indicated by Crawford Del Prete, president and CEO of IDC, "...those organizations who have well established strategic planning disciplines tend to outperform those that don't... Unfortunately, today's fast paced business climate is encouraging a reactionary approach to business planning, further eroding the skills and focus needed for organizations to remain strategic and viable on a long-term basis."

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- Crawford Del Prete (President and CEO, IDC)



Our Approach

Dendog Strategy Insights™ is a management consulting firm focused on strategic planning, new business development and go to market execution.

With nearly 30 years of experience and a track record of success in building net new businesses and growing existing ones, Dendog Strategy Insights drives a strategic planning methodology heavily focused on the delivery of desired business outcomes.

Our approach begins with interviews with key stakeholders within the organization to gain insight and understanding of your organization's current business or desired market entry. Once defined, we work with organizational leaders and key stakeholders via pre-designed workshops to define the most important organizational objectives and strategies and to define the tactical actions most likely to drive achievement.

Our methodology results in a documented business plan complete with go to market actions and key performance indicators (KPIs) capable of being shared across the organization to drive important personnel alignment.

Go-To-Market Execution

A business plan is only as effective as an organization's ability to execute it.

As is often said, planning is the easy part; execution is hard. This is why Dendog Strategy Insights supports clients through both the planning and execution lifecycle. In doing so, we help clients remain focused on their original strategies, drive focus towards the execution of essential tactical actions and ensure that your business plan doesn't become shelfware.

Business Results

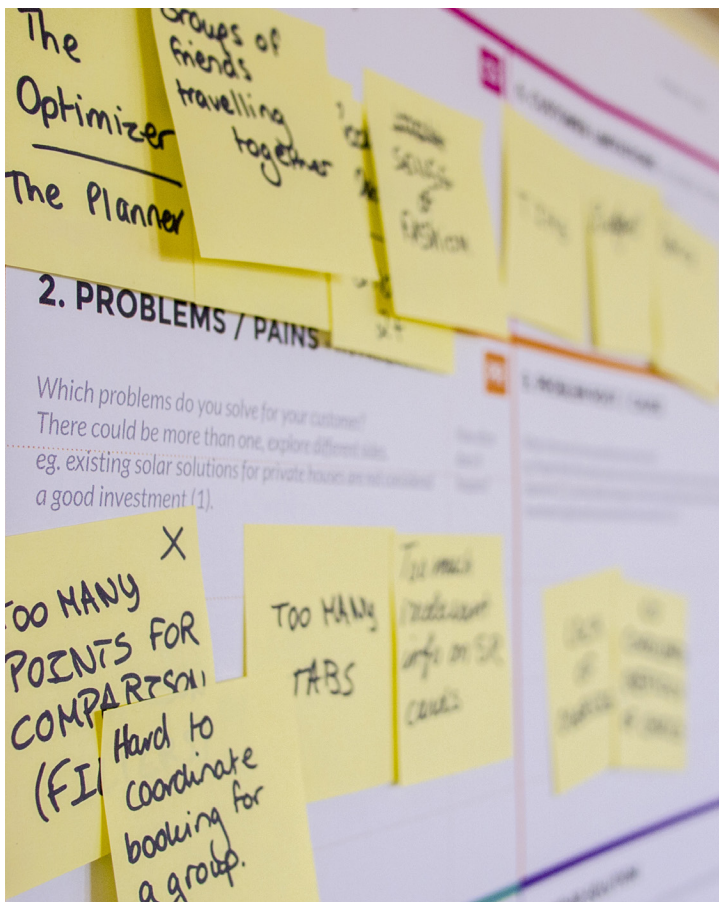
As Peter Drucker once said, "if it can't be measured, it can't be managed."

With this in mind, all strategic plans that are developed in collaboration with clients, incorporate detailed KPIs capable of being measured on a continual basis.

It is only through a disciplined measurement process that the effectiveness of any plan can be evaluated and steps taken to adjust tactical actions can be taken.

Strategic Business Planning Outcomes

- Improved business financial performance and migration to best practices
- More effective use of company resources and budget by focusing on key actions
- Creates organizational alignment towards a shared set of goals
- Provides a "playbook" for business plan execution
- Instills skills to key leaders for future planning self sufficiency



Who is Dendog Strategy Insights?

Dendog Strategy Insights is a management consulting firm focused on strategic planning, new business development and go to market execution.

With nearly 30 years of technology marketing, sales, product planning, software engineering, professional services and technical support experience, we have the skills and track record of success required to help any client implement strategies that yield success.

Dendog Strategy Insights focuses on management consulting services including:

- Strategic Business Planning and Execution
- New Business Development
- Content Creation and Marketing Automation
- Technology Sourcing Support & Management