



For Immediate Release

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Dendog Strategy Insights® Launches Strategic Business Planning Service

Strategic Planning Service Brings Focus, Process and Results to Traditional Ad Hoc Activity

Smithtown, New York – October 1, 2019 Dendog Strategy Insights, a management consulting firm focused on strategic planning, new business development, content creation/marketing automation and technology sourcing support today announced the formal introduction of its Strategic Business Planning Service.

“Strategic business planning is crucial in today’s fast paced business environment,” said Crawford Del Prete, president and CEO, IDC. “Our research consistently shows that companies with well-defined business planning processes outperform those that take an ad hoc approach to this critical activity.”

Dendog Strategy Insight’s Strategic Business Planning Service is focused on assisting clients in bringing focus, process standardization and key performance targeting to traditional ad hoc business planning process approaches. Through the use of a defined set of process templates and a proven planning methodology, the Strategic Business Planning Service focuses customers on developing prioritized objectives and strategies and identifies the necessary tactical actions to achieve business success. These aspects of the service are also supported by the establishment of key performance indicators which are then tracked to ensure that clients remain true to their plan, thereby offering the greatest chance of achieving their desired business outcomes.

By acquiring strategic business planning excellence customers position themselves to achieve more predictable business outcomes including improved financial performance, use of company resources and organizational alignment while also gaining the benefit of creating a planning “playbook” capable of being used to drive execution.

“The pressure and requirements to manage day to day business activities has made it extremely challenging for companies of all sizes to devote the time and attention strategic business planning requires,” said Dennis Amorosano president and founder, Dendog Strategy Insights LLC. “Using our Strategic Business Planning Service, we assist our clients in bringing structure and discipline to what is commonly an ad hoc process and in doing so help position customers to effectively achieve their business objectives.”

Dendog Strategy Insights’ Strategic Business Planning Service is available immediately. The service is typically delivered over a 4-6-week timeframe and offered on a per project basis. For customers desiring to further evaluate the service prior to engaging in a full project, telephone consultations and one-day workshops are also available.

Dendog Strategy Insights LLC 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, the company focuses on providing clients with services in the areas of Strategic Business Planning, New Business Development, Content Creation/Marketing Automation and Technology Sourcing Support.

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