



# Strategic Planning Made Easy: A Practical Guide to Growth and Profitability

By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen

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Does strategic planning seem too overwhelming? Strategic Planning Made Easy is designed to take the confusion and difficulty out of planning. This practical book is a self-guided and cost-effective resource that will help bring focus to your activities and grow your organization. If you need a roadmap for your organization to make vision a reality, this is the resource for you.

The book presents an integrated, market-focused strategic planning process. The three main concepts – developing your mission, reaching your market, and establishing your measurement - are developed through 12 practical steps. Each step contains appropriate content, thought provoking questions, relevant examples and worksheets. An enlarged One-Page Strategic Growth Planning Map is provided at the end of the book and is used to summarize and visualize the plan.

This book is designed to stand alone or to be used as a reference guide in conjunction with the online, interactive MyStrategicPlan.com. Companies can build their plans quickly and efficiently, leading to increased growth and unparalleled success.

Chapters include: Market-Focused Strategic Planning, Sustainable Competitive Advantage, Mission Statement, Vision Statement, Core Values, Broad Objectives, Internal and External Assessment, Target Customer Groups, Value Creating Strategy Specific Goals, Functional Tactics, Financial Assessment, Strategic Scorecard and Implementation

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### **Editorial Review**

#### About the Author

Howard W. Olsen, Ph.D is the President of M3 Planning, Inc. Howard is an entrepreneur with more than 25 years of business experience. In addition, he was an assistant professor of marketing at the University of Nevada, Reno. Howard has had 15 years of consulting experience working with clients in the areas of strategic planning, marketing and financial management. He holds a Ph.D. in marketing and international business and is a CPA.

Nancy D. Olsen is the Vice President of M3 Planning, Inc., a business development firm that specializes in helping organizations develop their strategy to accomplish their growth plans. Nancy brings a breadth of entrepreneurial expertise from owning five small businesses and consulting with entrepreneurs. She holds an MS in Education, MA in Theology and an MBA in Management.

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