

Strategic Performance Retreats

“Business as usual” will not work anymore . . .

Take control and position your company for the future!

Strategic Performance Retreats help you get where you want to go!

- Make strategic planning come to life throughout your whole company.
- Maximize what your company does best.
- Break through old, ineffective cycles.
- Create high payoff strategies.
- Focus on priorities and create action plans now.
- Move beyond incremental planning to strategic thinking.
- Differentiate your company and gain competitive advantage—for the long term.

—*Customize retreats to fit your needs!*—

You will receive the Strategic Performance Workbook that includes:

- Strategic Needs Assessment
- Management Models
- Thinking Tools
- Industry Analysis (optional)
- Financial Comparative Analysis (optional)
- Personal Management Performance Reports (optional)



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“*I would
recommend
this to others—
except to our
competitors.*”

— CEO, commercial/industrial
construction company

Getting where you want to go

It is easy to be overwhelmed by the present and unprepared for the future. Many companies fail to reach their potential (or just plain fail) because they do not:

- Pull away from formidable, ongoing pressures
- Go through an honest appraisal of themselves
- Try to envision how what they do today will work tomorrow.

The SBTDC facilitates Strategic Performance Retreats to help companies with strategic planning, thinking and positioning.

How Strategic Performance Retreats work

You pull together your key people from across the company. Many companies include appropriate external advisors. We help you plan and customize the event to fit your needs and schedule. Retreats can be conducted on or off-site.

“Great results”

Strategic planning

People are engaged in strategic planning. The mystery is removed from such areas as:

- Vision
- Current Reality
- Priorities
- Goal Setting
- Mission
- SWOT Analysis
- Action Plans
- Implementation

Strategic positioning

- Strategic positioning means going beyond strategic planning. Our retreats are designed to take you further and answer the key question:
- “How can you differentiate your company and its services over time?”

Strategic thinking

A major outcome of strategic retreats is enhanced strategic thinking. These skills also go beyond strategic planning by:

- Generating of new ideas—ideas that, otherwise would not be considered.
- Going beyond the status quo—beyond one’s competitors.
- Bringing new perspectives and approaches together—and combining them in creative ways.
- Considering a broad range of internal and external factors when solving problems and making decisions.
- Identification of critical, high payoff strategies and the prioritization of team efforts accordingly.
- The use of strategic thinking in strategic planning makes it likely that the document will not rest on the shelf—that the strategic plan will be dynamic.

Following your retreat...

- SBTDC counselors will continue to work with your company following the retreat to assist with plan implementation. This helps ensure that your hard work endures.