

Timeline for 5-Year Strategic Plan Delivery

This timeline is our guide for developing and implementing your own 5-year strategic financial plan. We've focused the timing on the delivery of the plan for Executive Review. (So for example, Phase 1 should start 8 months prior to delivery.)

Pre-Strategic Plan Delivery

Phase 1 8 months before	Identify Strategic Vision and Values. Think about the overall mission statement and values of the business, and let that be the guiding principle when thinking about long-term planning.
Phase 2 6 months before	Submit request for research and information relating to 5-year strategic plan. Focus on updated trend research from industry publication, but also look at overall economics or technological trends to spark new ideas.
Phase 3 5 months before	Assess and map strategic plans based on information gathered.
Phase 4 4 months before	Assess challenges and opportunities based on competitive data gathered through strategic planning process.
Phase 5 3 months before	Receive long-terms content plan or product plans from the creative team; this should be agreed upon throughout the business as the best road map over the next 5 years.
Phase 6 2 months before	Draft 5-year strategic plan goal statement and begin flushing out the ideas that support your overall strategy. Begin valuation to strategic plan into long-term financial projections. Make sure you have input from other departments in determining the best overall projections, including revenues, costs and human resources needed.
Phase 7 1 month before	Develop strategic plan goals into an actionable plan.

Delivery of Strategic Plan

Phase 8

Submit completed 5-year strategic plan, and present for Executive Review.

Post Strategic Plan Delivery

Phase 9

Make final revisions and edit plan based on feedback (if necessary).

Phase 10 1 month later

Deliver completed 5-year strategic and long-term financial plan to corresponding departments. Ensure that all relevant parties are on board with your requirements to achieve your long-term plan, and look for additional synergies/bundling opportunities if available.

Phase 11 2 months later

Make the 5-year strategic and long term-financial plan the basis for next year's annual operating budget. Ensure that all new revenue streams are added to the budget, as well as any investment or resource requirements that will be needed to support future revenue streams.

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