

Leadership Competency Development Guide

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Strategic Planning

THE ABILITY TO ESTABLISH A LONG-RANGE DIRECTION FOR THE ORGANIZATION OR UNIT, SET BROAD GOALS THAT ALIGN WITH THE DIRECTION, AND IDENTIFY THE MEANS TO REACH THOSE GOALS.

Did You Know? Aggregate data from SIGMA’s consulting engagements has shown that “strategic planning” is the second greatest skill that organizations want to see in their leaders.

Development Activities

On the Job	<ul style="list-style-type: none"> Think about the unique value proposition your team, department, or company has to offer; capitalize on your strengths and values as you create strategic plans of any kind. Brainstorm a list of challenges facing your team, department, or company overall. Draft proactive, long-term plans for how those challenges could be overcome, as well as contingency plans for any problems that may arise. Make sure to include action items and consider the process you will undertake. Set yourself up for success by making sure your strategic plans consist of SMART goals. Investigate other companies in your industry and learn about their strategic plans. What are their long-term goals? How do they position themselves against their competitors? What do executives speak about in annual reports, interviews, or other publicly available statements? Allocate five minutes each day and an hour each week to review your personal strategic plans and ensure you are staying on track. Accountability is important for achieving strategic plans; pick one of your strategic plans or long-term goals and share it with a colleague or supervisor. Think of ways you can monitor progress on your strategic plans. Select a plan and list 5-10 objective metrics you could use to measure success. Reflect on a few strategic plans you have made in the past. List the ones that were successfully implemented and the ones that were not. What was done differently for the ones that were implemented?
Coaching	<ul style="list-style-type: none"> Meet regularly with a coach to plan on-the-job development activities and receive feedback and support on your strategic plans.
Self-directed	<ul style="list-style-type: none"> Hold informational interviews with managers in your organization to learn what works for them; ask how they create strategic plans for themselves and their team.
Group Training	<ul style="list-style-type: none"> Attend an informational Lunch and Learn session. Make strategic planning a team effort. If you are a leader, rather than creating the strategic plan yourself, hold a team meeting and guide your team through the process of creating the plan with you. If you are not a leader, ask a leader whether they would be willing to facilitate a session like this.

Resources

Leadership Series	SIGMA's Leadership Series provides additional information about the importance of each competency, as well as practical tips and tricks for development. Download the Leadership Series for Strategic Planning here: Great Leaders Are Strategic.
Articles and Books	<ul style="list-style-type: none"> ▪ 9 Steps to Successful Functional Strategic Planning. ▪ Strategic planning: Read this before it's that time again. ▪ How to write a strategic plan. ▪ 5 Strategic Planning Pitfalls and How to Avoid Them. ▪ How to do Strategic Planning Like a Futurist.
Videos	<ul style="list-style-type: none"> ▪ A Plan is Not a Strategy. ▪ What is Strategy? It's a Lot Simpler Than You Think. ▪ Your Strategy Needs a Strategy. ▪ Business Strategy: Transforming Funnels to Flywheels to Grow Better.
Podcasts	<ul style="list-style-type: none"> ▪ Masters of Scale. ▪ How I Built This with Guy Raz ▪ The Tim Ferriss Show

SIGMA Can Help

Since 1967, SIGMA has helped thousands of organizations across North America develop their people potential and increase organizational effectiveness. Explore our assessments, coaching, and consulting services below, and contact us if you would like to speak about creating a custom plan for your organization.



[Leadership Skills Profile – Revised™ \(LSP-R\)](#)

Take our flagship leadership assessment to see how you score on “Strategic Planning.”



[High-Potential Talent Development](#)

Use SIGMA’s scientifically validated, industry-tested tools to give your talent development a strong start.



[Coaching with a SIGMA Consultant](#)

Participate in one-on-one coaching with SIGMA’s expert consultants.

Speak with a Consultant



If you would like to speak with a consultant about what strategic planning looks like at your organization, contact us today. We are happy to share what we’ve learned from client experience and talk about the specific needs of your organization and your team. Give us a call! We’re always happy to chat.

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