

## BEACON FOR CHANGE

Lighting your path to success

# Strategic Planning

*Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy...*

We employ a vision-driven process to help your organization think and act strategically and focus efforts on achieving a preferred future. We help you discover answers to three key questions:

- Where are we going and why?
- How will the internal and external environments impact us?
- How will we get to our desired future state?

Facilitating in-depth involvement of your key stakeholders, we help you articulate your strategic goals and align your organization's actions to achieve them. In so doing, we help you focus your organization's efforts and create unity of purpose throughout your entire organization.

### Features

- A tailored approach based on your organization's needs and characteristics
- An objective perspective that considers internal and external factors
- An accountability framework adapted to your needs

### Benefits

- Unity of vision and direction among your entire organization
- Strategies that are innovative, effective and sustainable
- Improved organizational capacity, flexibility, agility and resilience

You can expect to experience each of the following when you involve Beacon for Change:

- **Advice you can count on**  
We only engage highly qualified consultants for the job. Our approach is honesty first, even when it's a hard message to deliver.
- **Results you can bank on**  
By ensuring that the right people, processes, and tools are in place, you are assured of a higher return on your investment.
- **A friend you can lean on**  
We are committed to your success, regardless of the challenges you may face in defining and achieving your goals.



### BEACON FOR CHANGE INC.

Suite 1150 Manulife Place  
10180 - 101 Street NW  
Edmonton, Alberta T5J 3S4  
Tel: 780.643.3000

EDMONTON

CALGARY

VICTORIA

Visit us on the web! [www.beaconforchange.com](http://www.beaconforchange.com)