

# Strategic Planning and Management Facilitation

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## SERVICE OVERVIEW

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Every CEO is faced with the challenges that come with building business. Using a process that can be refined and adjusted year in and year out ensures that Melissa's insight and experience consistently help growing companies strike a balance between aggressive, focused growth and over-reaching, unorganized efforts.

Melissa first works with the CEO to clarify the direction of the company and then brings the entire executive team together to engage them in the planning process, giving everyone a vested interest in the company's growth.

The key ingredient to the process is a simple yet rigorous approach. The meetings, while often intense, are always productive. A clear set of goals is established and all participants understand what needs to be accomplished. By using a proven planning process, customized for mid-market companies, the entire team is on the same page, working on the right things, and being held accountable for their specific tasks through the use of carefully thought out measures and targets.

*"Melissa helped me get a vision which was stuck in my head down on paper in a functional, intelligible, organized and easy to digest manner. This helped the organization to get on the same page and immediately impacted our efficiency."*

*"The governance structure that she helped us implement was critical. First, it ensured that we had a strategic component to our business. Second, it gave us the fly wheel that guaranteed us that all of the hard work we did to get the vision down on paper would come to fruition."*

- Sal Lanuto, CEO, JJWild