

How To Develop A Strategy

Creating a strategic account plan doesn't have to be complicated. Get started in no time with this simple but effective guide (template included).



WHERE ARE WE?

- Discuss where you and your client are in your partnership. Examine how you got there and what has gone well and what hasn't.

WHERE DO WE WANT TO GO?

- Think blue skies- what would drive the Most value if there were no obstacles. Then group these into what's realistic and What's aspirational, This will help with prioritising. Don't Disregard the "someday" ideas-"You'll come back to them".

WHAT CHANGES HAVE TO BE MADE?

- Compare the current State and the desired state. What's inhibiting you? What do need to stop or start doing? What would it take to get the results you want?

HOW SHOULD CHANGES BE MADE?

- Change won't happen Overnight, There are things you can do yourself which will deliver a fast result but generally, you'll need to persuade other people to buy into your strategy. How are you going to get their support- intellectually and emotionally?

HOW TO MEASURE PROGRESS?

Don't get too hung up on measurement. A rough and dirty figure is fine. This isn't going to be audited by a team forensic accountants. You want to demonstrate progress that brings your strategic actions to life.

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