

# 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 CHANCES 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?

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Don't get too hung up on measurement. A rough and dirty figure is fines. 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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