

21 AUGUST 2024



Supercharge Your 2025 Planning





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THERE ARE

102

DAYS LEFT OF THE YEAR...

WHY

even start thinking about the
new year now?

Risks to Q1

Crucial to Consider Co-Creation

Opportunity Cost

3 phases to help you move faster with your Strategy Execution

PLAN WITH PURPOSE



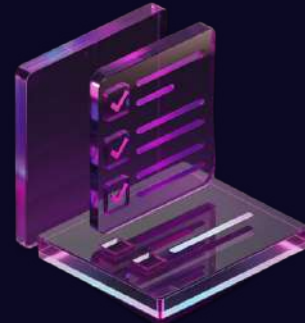
TRACK WHAT MATTERS

EXECUTE AT SPEED

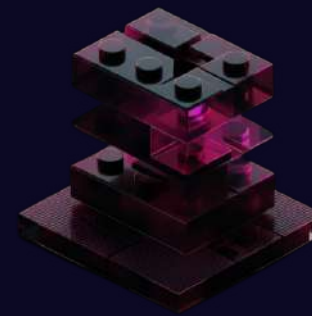
The 5 Pillars of Planning with Purpose



REFLECT



ASSESS



BUILD



DEFINE



REVIEW



REFLECT

Take an Internal Audit



REFLECT



**Customer
Insights**



**Commercial
Performance**



**Employee
Feedback**

Utilise a Balanced Scorecard



REFLECT

How do customers see us? (customer perspective)

What must we excel at? (internal perspective)

Can we continue to improve and create value? (innovation and learning perspective)

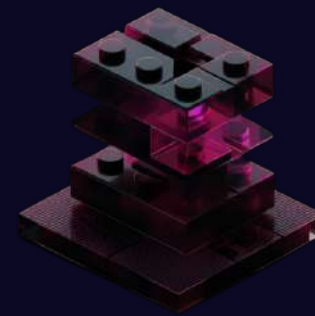
How do we look to shareholders? (financial perspective)



REFLECT



ASSESS



BUILD



DEFINE



REVIEW



ASSESS

Conduct a Market Assessment



ASSESS

Macroeconomics

Understand
economic conditions

Landscape Analysis

Understand competitors,
customers and channels

Category Growth

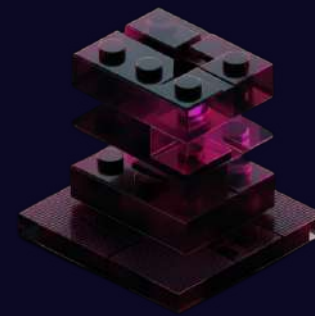
Understand market attractiveness



REFLECT



ASSESS



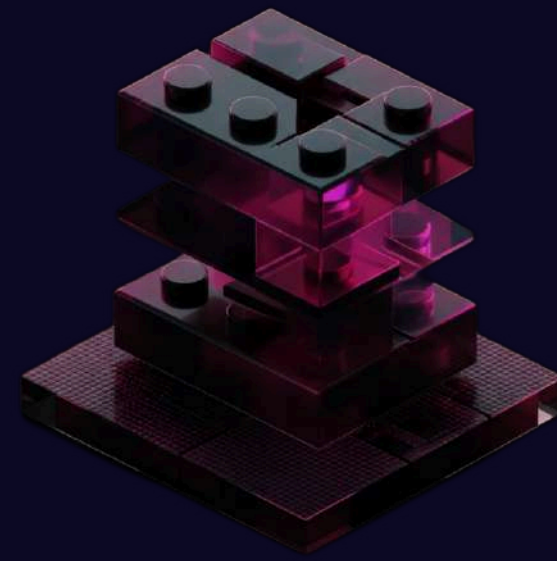
BUILD



DEFINE

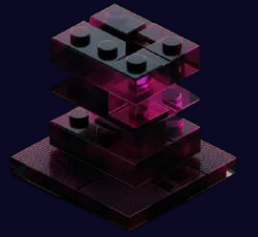


REVIEW



BUILD

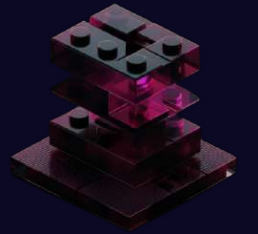
Every ship has anchors... for your business it's the:



BUILD

- 🚢 **Company mission and vision**
- 🚢 **Company values** – what's important to your business
- 🚢 **Competitive advantages** in the market that make you stand out
- 🚢 **Longer term aspirations/milestones**

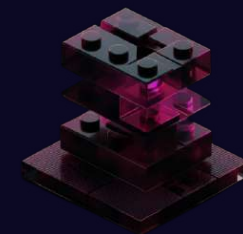
Create your Focus Areas based on these anchors



BUILD

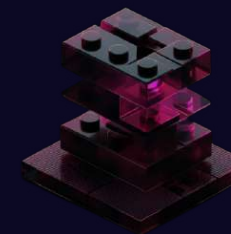
Focus Areas are the foundation stones of your strategy. They expand on your Vision Statement and start to create some structure around how to actually get your organization to achieve its goals.

They should be few and focused to express where the business is going.

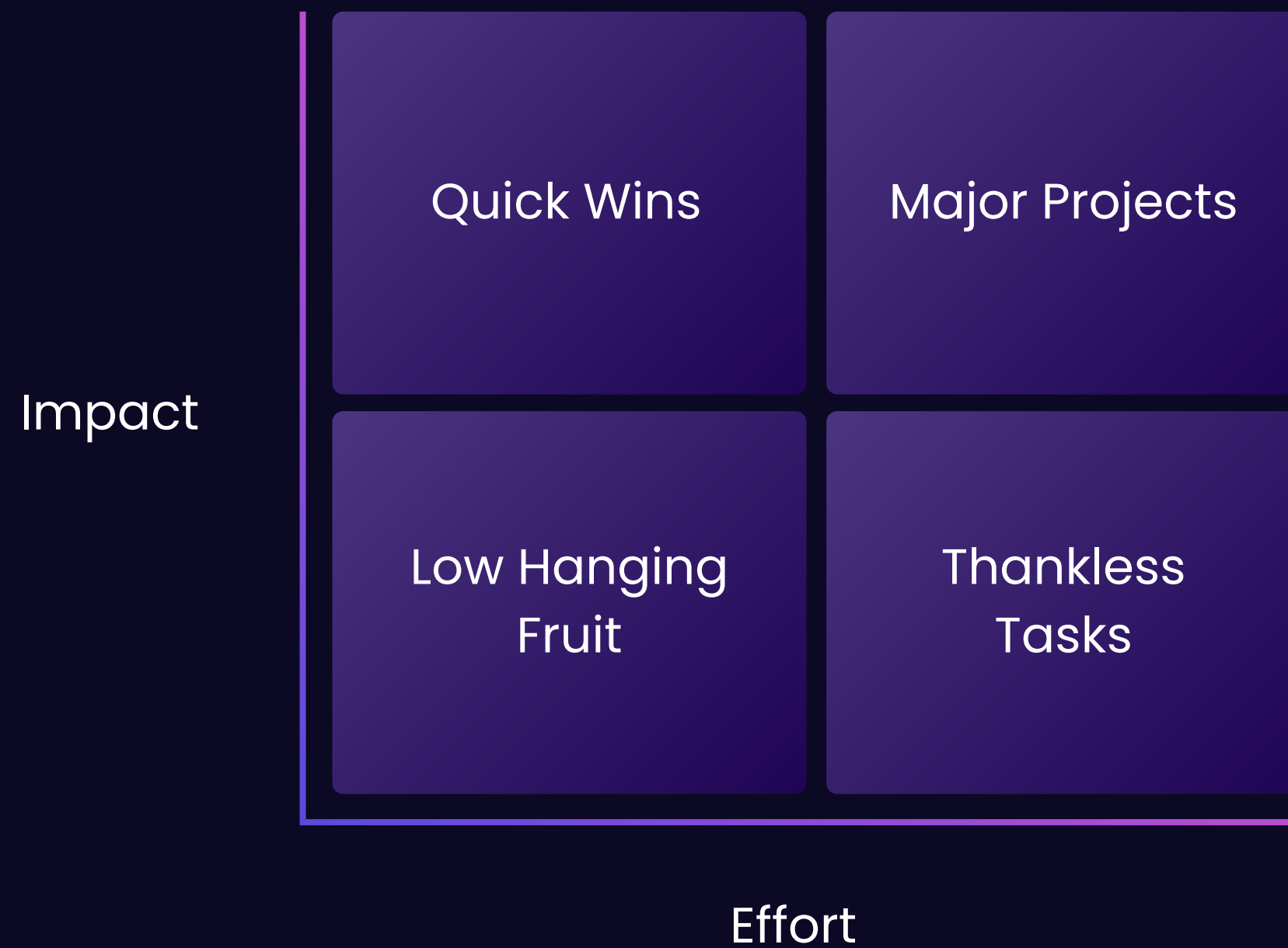


BUILD

Prioritise your Focus Areas



BUILD

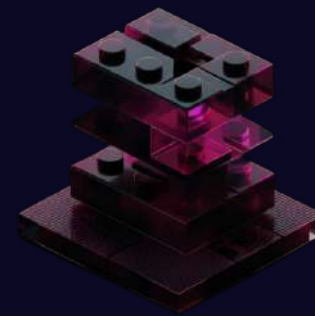




REFLECT



ASSESS



BUILD



DEFINE



REVIEW



DEFINE

Define SMART Strategic Objectives



DEFINE

Strategic Objectives are **high-level and measurable goals** outlining what an organization wants to achieve, with a **clearly defined deadline**.

Ensure all Objectives are...



DEFINE

✦ **Specific**

✓ **Measurable**

🎯 **Attainable**

🔥 **Relevant**

🕒 **Time-Based**



DEFINE

The next step is adding
Projects, Actions and
Measures

A Result Focused Strategic Plan



DEFINE

WHY

Vision

What is your north star?

Values

What are the enablers of your vision statement?

WHAT

Focus Areas

What are your strategic priorities ?

Objectives

What are the measurable outcomes you want to achieve?

HOW

Projects / Actions

How do you achieve those objectives?

Measures

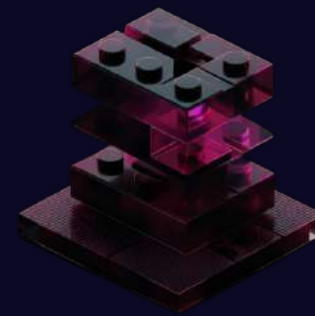
How will you measure success?



REFLECT



ASSESS



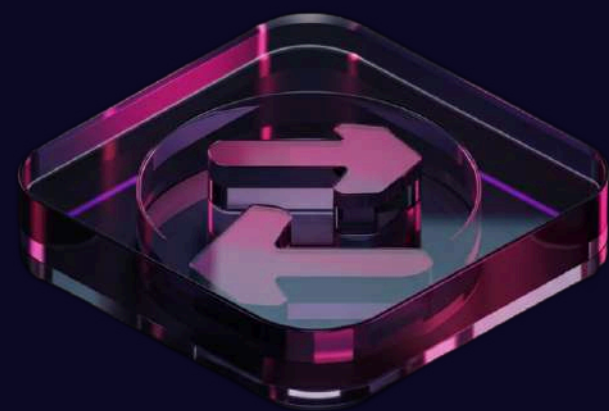
BUILD



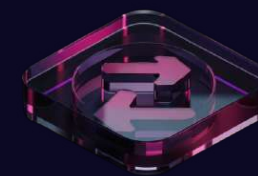
DEFINE



REVIEW



REVIEW

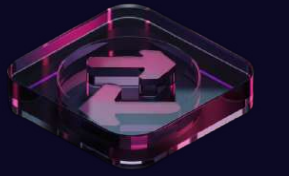


REVIEW

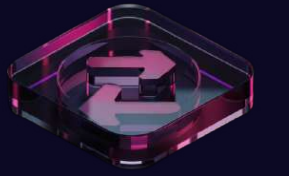
Share and cascade the Strategy



**Culture needs strategy &
strategy needs culture.**



REVIEW



REVIEW

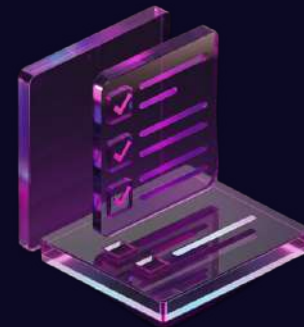
Continuously review, iterate
and adjust your Strategy.

The 5 Pillars of Planning with Purpose



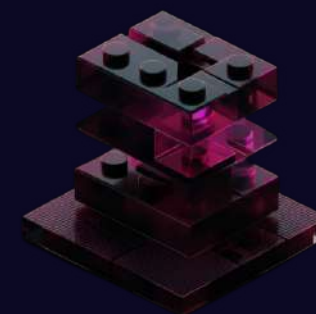
REFLECT

Review your performance and take stock of learnings



ASSESS

Understand the surrounding landscape and expected trends



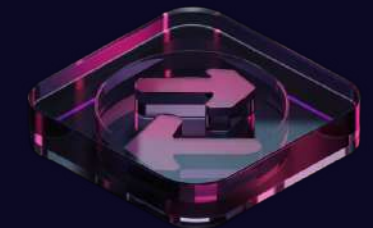
BUILD

Curate a view of clear and prioritised focus areas



DEFINE

Enhance these with defined actions and measures of success



REVIEW

Continually revisit and adjust the Plan as you progress

So how can **Cascade** help...



Laura Blackmore

Q & A

Help & Resources



01

[Product Tour](#)



02

[How to Navigate Cascade](#)



03

[Cascade Glossary:
Key Terms to Know](#)



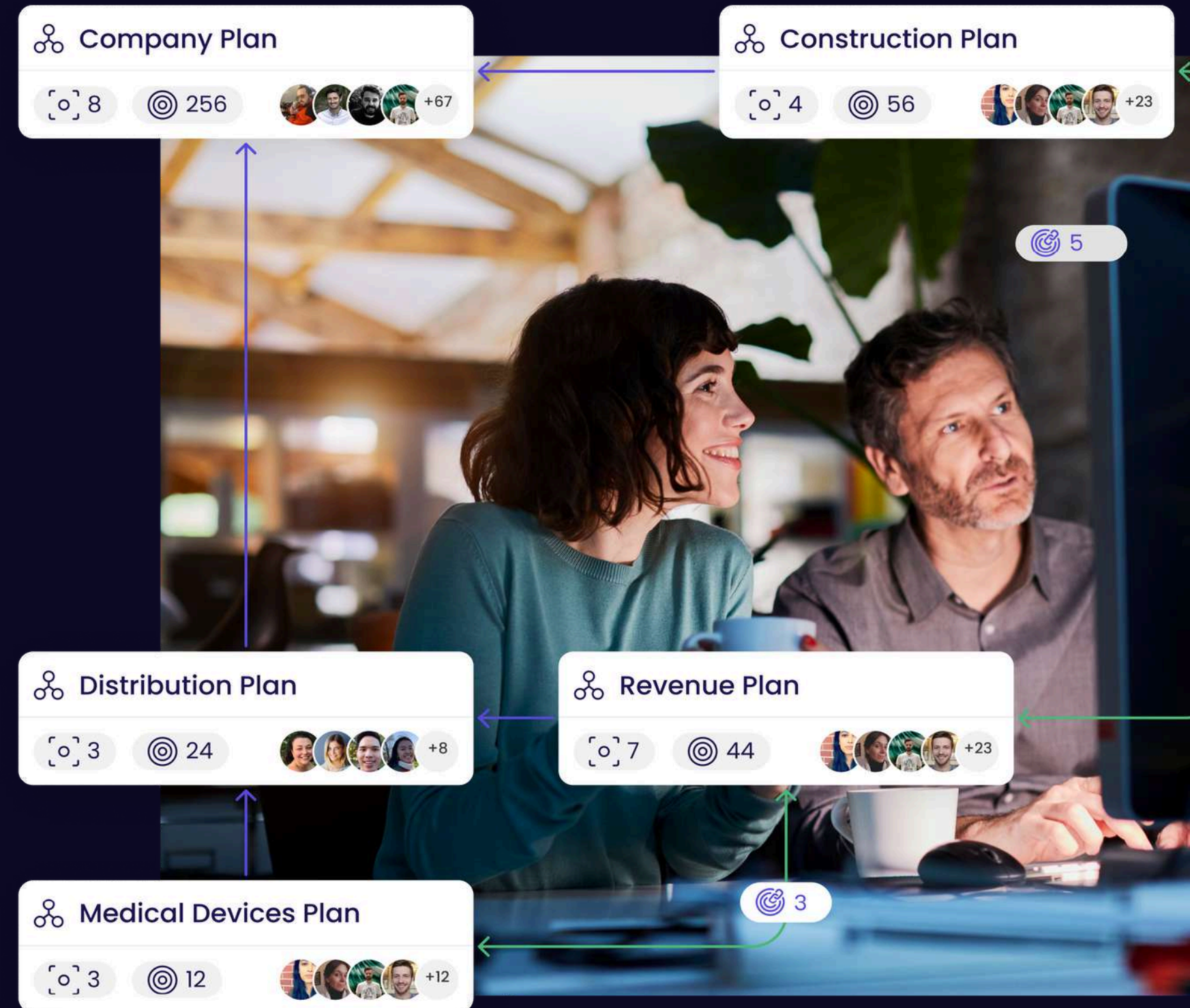
04

[Product Roadmap](#)



Let's do this!

Happy Cascading!



Hide alignment

Go to plan