

RoadMap (RM) Creation

Objective One

Perhaps the most important and broad aspect of Strategic Growth is in the development of the organization's RoadMap (RM).



The challenge for any organization is in trying to lay out the “right” RM. How does the organization ultimately get to where it wants to go, to where it envisions being, etc. Many companies work on the practical aspects of the business, the day to day grind of selling more products or services, developing relationships in order to do so, managing developmental or manufacturing costs, creating new products to usurp the competition or at least keep up with the competition, etc. Creating a RoadMap is different. It clearly defines what the end objective is, the route you will take, the conditions that will be required to make the trip successful with consideration to the time frame, cost, risk, resources, tools, skill-sets and capabilities that are critical in doing so. Growth doesn't happen immediately, but laying the foundation to doing so, can happen quickly.

Developing a RM involves understanding the organizational structure, what works and what may impede growth. Competitive awareness; where does the company really align within the marketplace and what will be required to be positioned to where the company will need to be to make the trip and to arrive at its intended destination. Capabilities; what are the current realistic competences, abilities, skills of the organization currently to be able to complete the trip, or does the organization need to consider new or different capabilities and tools in which to do so. For the organization to develop a successful RM it will also require the development of tools to monitor its performance and actions to take to “course-correct” when performance isn't aligned with goals.

To do so, we will define Key Performance Indicators; key components that will be critical metrics for how the company should be performing and then become not only a part of the daily/weekly or monthly monitoring but also a part of the organizational culture.

Together with the KPIs we will develop a dashboard of departmental or business sector metrics to look at each area more specifically towards goals and performance on a more focused “day to day” basis.

Contact

Michael Minailo

michaelminailo@sun2icegroup.com

949.337.9777

Ultimately, creating the RM will provide an organization with a clearly defined Strategic “end-point” or destination. Together with this, the areas that do and will need to be addressed to get there and the necessary tools to be developed and implemented to support this Strategic Growth journey.