

# Strategic Planning Process

Where does the business want to go?

## Mission

Why does the business exist?

## SWOT Analysis

Your internal Assessment

## Market Assessment

What's Going on in the business world

## Competitive Overview

Who is your competition?

## Strategic Options

What are the different scenarios the business could experience?

## Strategic Plan

## Marketing/Sales Plan

Implementing the Plan

## The 10 Principles of “*Running a Business*”

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1. Have a **Vision**
2. Surround yourself with the **Right People**
3. Do your **Research**
4. Build a **Strategic Plan**
5. Take **Action**
6. Anticipate **Change**
7. Stay **Focused**
8. Take **Risks**
9. **Celebrate** Successes, **Learn** from Failures
10. **Love what you do! Have Passion!**