



# Strategic Planning Made Easy: A Practical Guide to Growth and Profitability

By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen

Download now

Read Online 

## Strategic Planning Made Easy: A Practical Guide to Growth and Profitability By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen

Does strategic planning seem too overwhelming? Strategic Planning Made Easy is designed to take the confusion and difficulty out of planning. This practical book is a self-guided and cost-effective resource that will help bring focus to your activities and grow your organization. If you need a roadmap for your organization to make vision a reality, this is the resource for you.

The book presents an integrated, market-focused strategic planning process. The three main concepts – developing your mission, reaching your market, and establishing your measurement - are developed through 12 practical steps. Each step contains appropriate content, thought provoking questions, relevant examples and worksheets. An enlarged One-Page Strategic Growth Planning Map is provided at the end of the book and is used to summarize and visualize the plan.

This book is designed to stand alone or to be used as a reference guide in conjunction with the online, interactive MyStrategicPlan.com. Companies can build their plans quickly and efficiently, leading to increased growth and unparalleled success.

Chapters include: Market-Focused Strategic Planning, Sustainable Competitive Advantage, Mission Statement, Vision Statement, Core Values, Broad Objectives, Internal and External Assessment, Target Customer Groups, Value Creating Strategy Specific Goals, Functional Tactics, Financial Assessment, Strategic Scorecard and Implementation

 [Download Strategic Planning Made Easy: A Practical Guide to ...pdf](#)

 [Read Online Strategic Planning Made Easy: A Practical Guide ...pdf](#)

# Strategic Planning Made Easy: A Practical Guide to Growth and Profitability

*By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen*

**Strategic Planning Made Easy: A Practical Guide to Growth and Profitability** By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen

Does strategic planning seem too overwhelming? Strategic Planning Made Easy is designed to take the confusion and difficulty out of planning. This practical book is a self-guided and cost-effective resource that will help bring focus to your activities and grow your organization. If you need a roadmap for your organization to make vision a reality, this is the resource for you.

The book presents an integrated, market-focused strategic planning process. The three main concepts – developing your mission, reaching your market, and establishing your measurement - are developed through 12 practical steps. Each step contains appropriate content, thought provoking questions, relevant examples and worksheets. An enlarged One-Page Strategic Growth Planning Map is provided at the end of the book and is used to summarize and visualize the plan.

This book is designed to stand alone or to be used as a reference guide in conjunction with the online, interactive MyStrategicPlan.com. Companies can build their plans quickly and efficiently, leading to increased growth and unparalleled success.

Chapters include: Market-Focused Strategic Planning, Sustainable Competitive Advantage, Mission Statement, Vision Statement, Core Values, Broad Objectives, Internal and External Assessment, Target Customer Groups, Value Creating Strategy Specific Goals, Functional Tactics, Financial Assessment, Strategic Scorecard and Implementation

**Strategic Planning Made Easy: A Practical Guide to Growth and Profitability** By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen **Bibliography**

- Rank: #569592 in Books
- Published on: 2004-05-01
- Number of items: 1
- Binding: Spiral-bound
- 105 pages

 [Download Strategic Planning Made Easy: A Practical Guide to ...pdf](#)

 [Read Online Strategic Planning Made Easy: A Practical Guide ...pdf](#)

## **Download and Read Free Online Strategic Planning Made Easy: A Practical Guide to Growth and Profitability By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen**

---

### **Editorial Review**

#### **About the Author**

Howard W. Olsen, Ph.D is the President of M3 Planning, Inc. Howard is an entrepreneur with more than 25 years of business experience. In addition, he was an assistant professor of marketing at the University of Nevada, Reno. Howard has had 15 years of consulting experience working with clients in the areas of strategic planning, marketing and financial management. He holds a Ph.D. in marketing and international business and is a CPA.

Nancy D. Olsen is the Vice President of M3 Planning, Inc., a business development firm that specializes in helping organizations develop their strategy to accomplish their growth plans. Nancy brings a breadth of entrepreneurial expertise from owning five small businesses and consulting with entrepreneurs. She holds an MS in Education, MA in Theology and an MBA in Management.

### **Users Review**

#### **From reader reviews:**

##### **Donna Gray:**

In this 21st millennium, people become competitive in each way. By being competitive today, people have do something to make them survives, being in the middle of the actual crowded place and notice by surrounding. One thing that sometimes many people have underestimated that for a while is reading. Yep, by reading a publication your ability to survive boost then having chance to stand up than other is high. To suit your needs who want to start reading a book, we give you this specific Strategic Planning Made Easy: A Practical Guide to Growth and Profitability book as basic and daily reading publication. Why, because this book is greater than just a book.

##### **Jon Gomes:**

Now a day folks who Living in the era wherever everything reachable by interact with the internet and the resources included can be true or not call for people to be aware of each info they get. How a lot more to be smart in getting any information nowadays? Of course the answer is reading a book. Reading a book can help people out of this uncertainty Information specifically this Strategic Planning Made Easy: A Practical Guide to Growth and Profitability book since this book offers you rich facts and knowledge. Of course the info in this book hundred percent guarantees there is no doubt in it everbody knows.

##### **Derek Wire:**

Your reading 6th sense will not betray a person, why because this Strategic Planning Made Easy: A Practical Guide to Growth and Profitability reserve written by well-known writer whose to say well how to make book which can be understand by anyone who also read the book. Written in good manner for you, still dripping wet every ideas and composing skill only for eliminate your hunger then you still doubt Strategic Planning

Made Easy: A Practical Guide to Growth and Profitability as good book not merely by the cover but also by the content. This is one e-book that can break don't evaluate book by its protect, so do you still needing another sixth sense to pick that!?! Oh come on your studying sixth sense already alerted you so why you have to listening to one more sixth sense.

**Gerald Reed:**

You will get this Strategic Planning Made Easy: A Practical Guide to Growth and Profitability by look at the bookstore or Mall. Just simply viewing or reviewing it could to be your solve difficulty if you get difficulties for the knowledge. Kinds of this e-book are various. Not only by simply written or printed but can you enjoy this book by simply e-book. In the modern era similar to now, you just looking because of your mobile phone and searching what your problem. Right now, choose your ways to get more information about your book. It is most important to arrange yourself to make your knowledge are still change. Let's try to choose correct ways for you.

**Download and Read Online Strategic Planning Made Easy: A Practical Guide to Growth and Profitability By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen #VWI918NLR5**

## **Read Strategic Planning Made Easy: A Practical Guide to Growth and Profitability By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen for online ebook**

Strategic Planning Made Easy: A Practical Guide to Growth and Profitability By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Strategic Planning Made Easy: A Practical Guide to Growth and Profitability By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen books to read online.

### **Online Strategic Planning Made Easy: A Practical Guide to Growth and Profitability By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen ebook PDF download**

**Strategic Planning Made Easy: A Practical Guide to Growth and Profitability By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen Doc**

**Strategic Planning Made Easy: A Practical Guide to Growth and Profitability By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen Mobipocket**

**Strategic Planning Made Easy: A Practical Guide to Growth and Profitability By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen EPub**

**VWI918NLR55: Strategic Planning Made Easy: A Practical Guide to Growth and Profitability By Howard W. Olsen, Erica J. Olsen, Nancy D. Olsen**