

# Good morning!

- Thanks to Liz Ojeda and Herb Rubenstein
- Presenting on strategic planning at the June meeting
- The entrepreneurship work Herb and I are doing related to strategic planning.
- Dual purpose presentation topic
- After my introduction we can choose our discussion.

VERDANT MANAGEMENT  
AND CONSULTING



# Strategic Planning & Entrepreneurship

Mark A. Palmer, Principal



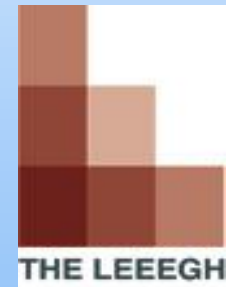
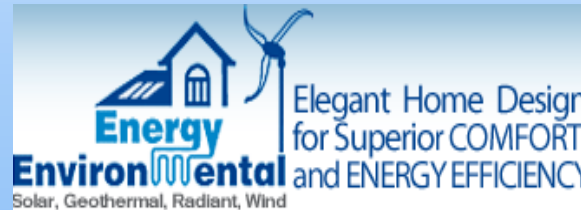
# My Background

- Commercial business development for Fleet national bank for companies ranging from retail to biotechnology.
- Technology public relations for software, semiconductor and telecommunications clients.
- Federal contract administration for Dept. of Education and Dept. of Labor programs



# Recent History

- Director of WIRED energy efficiency and renewable energy training program
- Efficiency and renewable energy subject matter expert for Community College of Denver
- Directed operations and training for Lightly Treading – Xcel contractors and SESP
- Currently directing SESP Entrepreneurship training – industry partners and mentorship



# SESP ENTREPRENEURSHIP TRAINING

March and April, 2012



# Experience

- Organizational planning – internal/external
- Operational resource management and efficiency planning
- Program planning – concept to delivery
- Financial planning – budgets, projections, etc.
- Strategic communications planning
- *Implementation* of strategic plans for industry and non-profit

# Objective

- To explain the relationship between strategic planning and entrepreneurship, the market needs for business training, and how it relates to opportunities in the JumpStart program
- Audience interest discussing SP or JumpStart?
- Particular questions or objectives?
  - Get emails- forward Herbs articles before next meeting

# Strategic Planning Process

## Step 1: Idea and Vision

- ▣ See the need to formulate and get buy in
- ▣ Where do we go in the next 2-5 years?
- ▣ Why now?
- ▣ What are future needs? SWOT



# Strategic Planning Process

## Step 2: Assess the company culture

- Collect information and document
- Document challenges to progress in either the planning or execution phase and assess needs
- Address challenges early to increase buy in and participation

# Strategic Planning Process

## Step 3: Establish Buy-in

- Calculate the commitment to the strategic plan
- How much time and money will the process cost?
- Does the company have the commitment, resources and personnel to proceed and develop?

# Strategic Planning Process

## Step 4: Preparation to 'GO'

- Ensure commitment at all levels
- Establish timeline, objectives, and responsibilities
- Develop a business case
- Complete the budget and cost system
- Does personnel match the needs

# Strategic Planning Process

## Step 5: Kick-off and 'GO'

- Establish assignments and deadlines
- Create monitoring system to track progress – dashboard and communication strategy
- Meet often and regularly to collect and share data
- Everyone confirms their assignments

# Strategic Planning Process

## Step 6: Team Deployment

- Monitor progress and collect data frequently
- Open communications – analyze data
- Modify plan according to feedback

# Strategic Planning Process

## Step 7: Synthesize and integrate components

- ▣ Adjust and mark progress to timetable/budget
- ▣ Draft plans into clear development steps
- ▣ Assemble information into logical action items

# Strategic Planning Process

## Step 8: Adoption

- ▣ The drafting of the plan is complete
- ▣ Review for official approval
- ▣ Revise if necessary to meet any last concerns

# Strategic Planning Process

## Step 9: Implementation

- Start work on the plan according to timeline
- Monitor progress and any challenges
- Track success
- Encourage communication of any problems



# Strategic Planning Process

## Step 10: Feedback and Revision

- Collect regular input and organize
- Make changes and updates as needed
- Track changes as the plan evolves to see progress
- Reward the efforts of participants

# Strategic Planning Outcomes

- Catharsis of individual missions and visions into more coherent central objectives.
- Provides a reasoned and agreed upon road map for the company
- Creates a structure for short term consistency and long term adaptability
- Maintains accountability for progress

# A component of Entrepreneurship

- Strategic planning is taught as part of a comprehensive entrepreneurship program
- Many overlapping components of market analysis, financial and personnel resource assessment, competition, future projections, mission and vision, etc.
- Preparation for business and investment

# Importance of Business Training

- The current economy makes entrepreneurship a more viable alternative for more people
- Market demand for mentoring pre-start ups
- SCORE or SBDC's don't have specific EE/RE business training
- Potential to help workforce, veterans, women, and minorities enter growth industries

# SESP Entrepreneurship

- Access to broader market of entrepreneur
- Targeted training specific to EE/RE industries
- Participation and access to industry mentoring
- Industry mentoring for new businesses
- Business plan review and consulting
- Customized business plan development
- Evaluations so far say it all....

# JumpStart 2012 - opportunities

- ▣ Stimulate growth by training and mentoring
- ▣ Increase high growth pre-start up market
- ▣ Provide more preparation for access to capital
- ▣ Adding EE/RE mentoring is the missing link
- ▣ More targeted assistance – faster development
- ▣ Conditions more entrepreneurs for investment and hiring

# Conclusion

- Strategic planning / entrepreneurship training targeted for growth industry companies are a critical component to 'JumpStarting' the Colorado Economy.
- Integration with lending and investment
- Integration with workforce development
- Integration with business development

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