

Birn + Partners

Executive Search & Consulting

White paper



Leadership Development

*Get your leadership team ready for
future business transformation ...*

**Common direction
and future**

Common direction and future

Leadership development is a set of activities that prepare current and future leaders to perform effectively in their roles.

This integrated discipline includes topics such as effective leadership, how to motivate employees, enhance communication skills and awareness, evaluating leadership styles, understanding workflow in different functions and industries, and change implementation and management. Building the right team and getting it aligned is one of the most important parts of leadership. It is a process and a journey, where success is not only about complimentary skill sets and potential but also about trust, integrity and chemistry.

Birn+Partners customized services allow organizations to develop the leadership competencies and culture needed to meet specific challenges and business realities.

Effective planning allows a business to accomplish important goals and will help teams function more effectively. Understanding the various steps of the planning process is key to planning well.

WHAT IS A STRATEGIC PLANNING PROCESS?

The primary purpose of the planning process is to help companies set goals and have an actionable plan to achieve those goals.

7 STEPS OF A STRATEGIC PLANNING PROCESS

1

Understand the need for a strategic plan

In terms of management, this means that you need to be aware of the industry environment in which the business operates so that you can identify opportunities for development.

2

Set goals

Goals are vital to the strategic planning process because they allow managers to direct their teams more effectively. They give employees a common purpose to work toward so that their daily activities will be more focused.

3

Develop assumptions or premises

When you make a plan for your business, it should be done with the future in mind. Of course, the future is unpredictable, which means your plan will need to be based on certain assumptions or premises.

4

Research different ways to achieve objectives

When researching different ways to achieve objectives, the goal should be to narrow options down to a few choices.

Once you have identified a few of the best ways to potentially achieve your goals, it is time to closely examine these solutions to decide which is the best option.

5

Choose your plan of action

Once you have set your objectives, developed your premises and identified or evaluated different solutions for completing your goals, you can then decide which course of action to take.

6

Develop a supporting plan

Once you know which plan you are going to implement, you may also need to develop a secondary plan to help you institute the primary plan.

If your objective is for your company to launch a new product your main plan may include steps, such as product research, developing a marketing plan and arranging for manufacturing. The secondary plan will include all the steps that you need to take to support the implementation of the main plan.

7

Implement the strategic plan

The final step of the strategic planning process is implementing the plan. In some cases, this can be the most involved step in the planning process depending on the objectives you have set. When it comes time to implement a plan, managers draw on their skill set and experiences to make sure everything runs smoothly.



For more information about our leadership services, please contact one of our Executive Consultants at **[birn-partners.com](https://www.birn-partners.com)**

Birn+Partners is a recruitment and leadership advisory firm working with attraction of talent and transformation through people. We advise agile organizations to attract and position the next leaders that can navigate into the future with success. Our 60 global consultants across 12 offices in 8 countries are strong in delivering world class talents and helping in building high performing teams in organizations. All consultants are experienced former business leaders that know the different opportunities and challenges ahead.

Birn+Partners helps clients navigate the future through executive search, leadership consulting and board services. We focus on being one stop for you with our large service portfolio as a successful organization need today. The key differentiator for our services are the 8000 European executives that have participated in developing and adjusting our service portfolio so we can deliver the talents of tomorrows success.



Executive Search

With a customized search engagement and assessment process, we take pride in finding the right talents that fit your organization. We have a thorough insight into your markets and industries and we work across borders to find the talent that can take your organization to the next level.

We promise long term commitment to you and the success is far more than the placement of the right leader, it is to get the leader to thrive from start. Our FIRST 100 program takes the new leader fully into your business, team and culture dynamic and ongoing leadership development. We focus on quality in representing you as our client and the trust given to us.

Leadership Consulting

With improvement of leadership to teams and individuals, we bring you to the next level and prepare current and future leaders to perform towards achieving a strategic organizational goal. Building and shaping the right team is a process and a journey where success is not only complimentary skill set and potential but also about trust, integrity and chemistry. Allow your organization to develop the leaderships competencies and culture needed to meet specific challenges and business realities is important to meet the challenges of tomorrow. Examples of services within consulting are; assessment of individuals and teams, coaching and career advisory, strategy implementation.

Board Education

Together with top executives, private equity companies, lawyers, and auditors we provide our own state-of-art Executive Board Education. More than 200 executives have already successfully completed the master program. We have tailored a 5-day certification program guiding executives for the board of director role and new skills in handling the dimension between management and board.