

The Top 5 things Most People Don't Know about Creative Strategic Planning

– Derek Mair

How do you grow your business? Perhaps a better metaphorical question to ask is “How do you eat an elephant?” the answer of course to both is the same; “One bite at a time!”

When you consider then how effective “**creative planning**” can be in the growth process of engagement, productivity and performance, why is it so few business leaders practice it?

Generally the response I hear is because the task of creative or strategic planning seems so large and overwhelming, (the Elephant paradigm) or I am just so busy...

What's more frightening is when business owners are asked if they would ever build a new house with a detailed set of plans the vast majority so No... Yet most are building their business without one. Consider these points:

1. Your top business objective is to get the highest returns possible from you and your team's investment of mental, emotional, and physical energy...

The objective of strategic planning in a business is to recognise and streamline the activities and resources of the company so as to increase the “return on equity,” or return on the money invested into the company and the working capital.

The objective of “personal strategic planning” is for you to increase your “return on energy,” the return on the mental, emotional, physical, and spiritual capital you have invested in your life and career.

The objective of “Team Involvement” in strategic planning is to maximise your “return on assets,” the return from contribution and collaboration, as it's your people, your most valuable assets that will ultimately grow your business, not you.

2. Most people do the things that matter least at the expense of doing the things that matter most...

Regular planning assures that you spend more time on activities of higher value. This increases effectiveness and your efficiency in everything you do. Perhaps, the most important rule of all if for you to “think on paper!”

Plan every project, meeting, and goal in detail, before you begin. The very act of planning forces you to think better and more accurately about everything you do. The more you think about and plan something on paper, the faster and more efficiently you will accomplish it when you start work.

It takes only about 10-12 minutes for you to make up a plan for your day. This investment of 10-12 minutes will save you time of approximately two hours per day, or a 25 percent increase in productivity and performance.

Remember the Six-P Formula; “Proper Prior Planning Prevents Poor Performance.”

3. Each of us will have to suffer one of two pains in our life; Discipline or Regret, which one are you willing to suffer?

In general it only takes 30 days of repetitive action to form a new habit, therefore embrace and visualise the outcomes from disciplining yourself now to work only on those activities that have the most significant impact and influence on your business or life. Get them done quickly and well. Once you develop this habit of planning, prioritising and delegating, your stress level will decline, your productivity will increase, and your business will take off...

Otherwise by default you choose to suffer the 'repetitive' pain of regret in the future.

The key to managing yourself, or "personal efficiency" is to learn decision making tools and methods, and use a good time planner. Virtually any planner will work if you will discipline yourself to use it. At Ngage-2-Xcel we promote and teach 10 decision making methods at our ['Business Academy'](#) and ['Growth Academy'](#) workshops'.

4. Procrastination is the 'Thief of Time'

A major reason for procrastination and lack of motivation is uncertainty and confusion about what you are trying to do and most significantly why you are trying to achieve it. You can avoid this common condition by being ruthless in your pursuit for greater clarity on your major goals and tasks. Once you have clarity you can make a plan to accomplish your goals and procrastination will be a thing of the past... And how do you get clarity? You write it down along with why you want to achieve it and imagine the feeling of achieving it; by doing so you will execute subconsciously

5. Successful people either spend money to save time, or invest time now to gain it back in the future, (everyone else spends time thinking they are saving money).

The good news is that for every minute that you spend planning your goals, your activities, and your time in advance, you will save up to ten minutes of work in the execution of those plans. Therefore, careful advance planning gives you a return of ten times, or 1,000 percent, on yours and your team's investment of mental, emotional, and physical energy.

8hrs at Growth Academy = up to 80 hrs gained back through execution per quarter...

4hrs spent involving your team after your return from Growth Academy will then compound your returns by up to a further 40 hours through execution...

⇒ What could you do with an extra 120 hours every 90 days, or one quarter of your normal working hours?

6. Success requires two things – to know exactly what you want and determine the price you are willing to pay to achieve it... Failing to plan is planning to fail, don't pay the price of regret, take action now and plan your future today... [Ngage 2 Xcel Your Potential](#)

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Acknowledgements / References:

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