

Strategic Planning

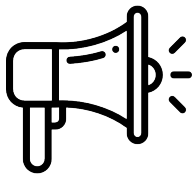
Five Frequent Flaws

Strategic planning as a team is a vital but often challenging process. Be wary of these common tendencies that can quietly distract or derail your efforts to produce a meaningful plan.



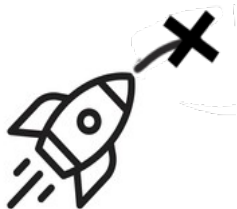
Jumping to Answers Before Identifying the Questions

Participants may already have pet projects or favorite initiatives in mind as planning begins and may jump to advancing these before fully understanding new goals or emergent needs. [Take the time to ask and understand the questions before advancing the answers.](#)



Planning or Acting on the Loudest Voices

Positions and personality naturally give some team members louder or more persuasive voices than others and this can drown out other valuable contributions and perspectives. [Take care to solicit and include all participants' points of view.](#)



Assuming the Current Trajectory

The status quo can be very sticky even as you look to the future. It's easy to simply project your planning along your current trajectory and miss vital diversions or adjustments that will pay off in the future. [Stay open and vigilant for promising left turns and course corrections.](#)



Chasing Good, but not Strategic, Ideas

Good ideas are new, shiny, and hard to pass up, but this process isn't about *shiny*, it's about strategy- about identifying and elevating the things that will advance your goals best. [Weigh each idea by its ability to move you toward your objective more than by the excitement it produces.](#)



Following Bias to Action over Planning

When time is tight, the whirlwind of work is raging, or planning participants are "Go-Go-Get-er-Done" leaders, it's tempting to trade mulling for motion and "just do it".. Don't rush too quickly to execution. [Take the time required to plan well, and you'll move more assertively and productively in the end.](#)