

WHALEN

The Center for Strategic Change

1. Change banner
2. Insert banner on WordPress Blog
3. Add Tabs

Home Overview Case Studies Store Resource Center Contact Us

Business | Now Profits | Your Life

search...

Main Menu

- Home
- Overview
- Case Studies
- Store
- Resource Center
- Contact Us

Popular

- Check Out Our Cost-Effective Services & Products
- Please Contact Us
- Case Studies Demonstrate Our Expertise
- Overview of The Center for Strategic Change
- Welcome to Our Store

WordPress Sidebar 1

WordPress Search Fo

Search for:

Search

WordPress Recent Co

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WordPress Latest Pos

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Posted on January 24, 2011 by Judy

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Welcome to The Center for Strategic Change

7 Reasons Smart Companies Use Strategic Planning

Smart organizations use strategic planning because it helps them:

1. Get where they want to be. Smart organizations know that to be successful, they need to have a clear understanding of their current status (where they are now), a vivid vision of where they want to be, a plan for how they will reach their vision and methods to measure their progress. Strategic planning provides the **road map** that guides them on the journey to their success.



[Read more...](#)

How to Make Strategic Planning Work for Your Organization

Strategic planning can be either a boon or a bust for an organization. There is much "baggage" that people bring to the process. Some people have had terrible experiences. They vehemently oppose committing time and other resources to it. Others yawn, glaze over and are completely skeptical that the process can produce any measurable results. Others enthusiastically embrace the process and produce extraordinary results.

What makes a strategic planning project successful? How can you get the most out of the time and money invested in the project?

[Read more...](#)

Is the Economy Affecting You?



Is the current economy **affecting your organization?**

Is **change happening more rapidly** than you would like?

Do you need to be **more innovative to stay competitive?**

Are your **competitors eating into your client base?**

Is **profit getting harder** to make?

[Read more...](#)

Check Out Our Cost-Effective Services & Products

During these difficult economic times, we know that many businesses and nonprofit organizations are doing more with less -- fewer staff members, less money, reduced resources.

Note: #6,7 could be same as later Insights. I want to have changing info in each box.

4. Polls Move to bottom

What is your biggest challenge?

- Finding capital
- Providing affordable healthcare benefits
- Finding qualified employees
- Gov't regulations
- Finding people to serve on the board

Vote

Results

5. Laser Insights
"You will never have all the facts. Just get enough."
- Henry Adams

Move to top

6. Add box Trends to Track

7. Facts Flash