REDWOOD ADVISORS

Strategic Planning

Identify, assess, and prioritize your growth opportunities

Strategic Planning projects can help your organization unlock growth by focusing your company on your top ~3-5 opportunities

Create a 3-5 year actionable strategic plan that identifies your company's growth opportunities, rigorously assesses those opportunities and estimates their potential bottom-line impact, and prioritizes the top 3-5 strategic initiatives your company should focus on to maximize profitable growth

Strategic Planning projects address:

- What is the universe of opportunities your company can pursue?
- Where are your most attractive opportunities for growth?
- What risks and challenges does your org face and how do you mitigate them?
- What are the answers to your company's biggest strategic questions?

Key outcomes

- **Align your organization around your top growth opportunities** by rigorously assessing potential growth initiatives and prioritizing the top ~3-5
- **Increase upside growth potential** by identifying and developing plans to mitigate your key risks to growth
- **Identify potential paths toward growth** by synthesizing and articulating the universe of pot. growth opportunities and their enablers
- **Answer your most critical strategic questions** by synthesizing potential options, assessing their implications, and aligning around a clear path forward
- **Drive alignment on overall objectives** by getting clarity on your organization's purpose, mission, and vision
- **Better understand your market** by gathering key facts, assessing market forces, and evaluating key competitors
- **Better understand your revenue segments and growth trajectory** by assessing their current-state revenues, expected future-state revenue, and top opportunities

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Strategic Planning: Process Overview

Phase	Phase 1: Strategic Context	Phase 2: Value Creation Planning	Phase 3: Strategy to Action
Key outcomes	• Capture and organize key insights and context to drive go-forward strategy	• Conduct a clear, quantifiable analysis of top initiatives to prioritize	• Develop a clear, actionable path toward future growth
Key activities	• Refine purpose, mission, and vision • Draft strategic overview (e.g., winning aspiration, where we will play, how we will win) • Develop an overview of your core markets • Define top market forces that impact performance • Compile competitor & customer insights including growth rates and margin profile	• Create a comprehensive framework to organize top opportunities • Size & assess ability to execute for top opptys. • Prioritize top ~3-5 opptys. • Develop a financial waterfall of est. upside • Identify owner(s) for top opptys. • Identify key strategic risks & mitigations • Build-out 1-page exec. summary communicating the strategic plan & goals	• Set-up governance system (e.g., agenda, roles) • Lay out high-level KPIs & milestones • Create dashboards to track & drive progress • Standardize, compile, & share key exec. materials • Review & refine initiative plans & goals (e.g., roadmaps, milestones) • Identify key hiring needs • As needed, reorganize to deliver on the strategy

Projects can drive **~10–15% sustained EBITA improvement** over 3–5 years