



REDWOOD ADVISORS

Strategic Planning

*Identify, assess, and prioritize
your growth opportunities*

Strategic Planning projects 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?

- **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 & 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



Strategic Planning: Process Overview

