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## BRIGHT IDEAS – Winning Strategies

For continuous growth, your organization's strategy should be interpreted broadly. It might be built around new products, services and markets; revenue growth; new partnerships or alliances; and/or new employee or volunteer relationships.

There are two equally important components to Strategic Planning—Development and Deployment.

Strategy development refers to how your organization prepares for the future...how do you establish strategy and strategic objectives? Have you identified your strengths, weaknesses, opportunities and threats? How do you plan to address your strategic challenges?

Once your strategy is in place, deployment should be carefully planned. You may want to examine:

- Your ability to execute your strategy effectively. Do you need additional resources?
- How will your organization convert its strategic objectives into action plans?
- What are your key performance measures or indicators?

Remember, Baldrige Criteria for Performance Excellence are about winning! Create a winning strategy for your organization. Use our [Capability Snapshot](#) to help you define where you need to focus your strategic efforts.

For a full 360° Snapshot of your organization, [contact us](#) today!

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Workflow Dynamics, Inc. 473 Old State Route 74, Suite 5, Cincinnati, OH 45244 | 513-528-9700  
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