

Strategic Planning with Essential Strategy[©]



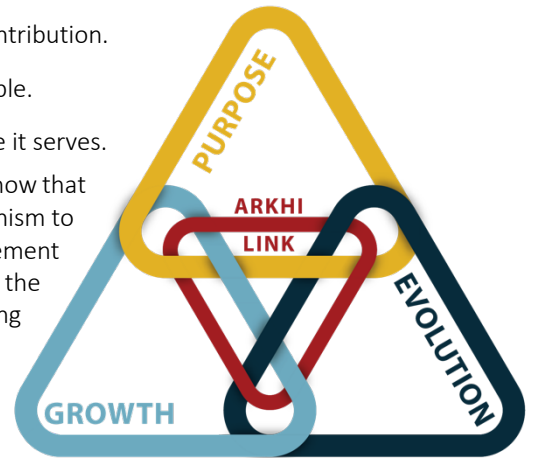
Essential Strategy is built upon a purpose, growth, and evolution framework. It is based on the philosophy that regardless of type, size or complexity, organizational success lies in three simple truths:

First an entity must have and pursue a **purpose** defined by vision, values, and contribution.

Second it must be intentional about the **growth** of the organization and its people.

Third it must continually adapt and **evolve** to meet the needs and wants of those it serves.

However, it is not enough to simply acknowledge these three truths. Intuitive leaders know that they must achieve a balance of vision, growth, and resilience, but often it is the mechanism to create and sustain that balance that they find elusive. We address this with a fourth element that we call the **Arkhi Link**. This backbone brings balance, structure and stability to the framework and is the catalyst for driving the kind of intentionality that creates lasting value. **This is what sets Essential Strategy apart from all other planning systems.**



Project Delivery

We work through four distinct stages when designing and delivering our strategic planning projects. Each stage varies in depth and focus based on the unique needs of the organization. We don't believe in one-size-fits-all, so every project designed is unique to the client.

Discovery focuses on the analysis of the internal capabilities and alignment of leadership around strategy and risk, as well as an external review of drivers and constraints effecting the organization and impacting strategic performance. It is an intelligence gathering process, using tools like SWOT, PEST, 5-Forces, etc., that helps to identify blind spots having the potential to impact strategy.

Visioning sets the tone for the organization by creating a clear picture of the future-state it wants to achieve. Visioning weaves mission, values, and history to create a story that resonates with clients and consumers and inspires employees and stakeholders. Thoughtful visioning defines a cause that is altogether aspirational, participatory, and compelling, inviting all to join the journey.

Pathfinding is the problem-solving stage where the data gained in Discovery is used to support strategic decisions. When aligned with the outputs of Visioning, it defines strategic imperatives that deliver on purpose, drive growth, and build resilience through ongoing learning and evolution. The Arkhi Link functions to support the setting of priorities, moving organizational focus from entrenchment to adaptation.

Performance is where the plan to execute strategy is created. Realistic and feasible goals, metrics and targets are defined to accomplish the work and achieve intended results. It establishes key performance and risk metrics, communications, and agile reporting to support a living program that is agile and informed, keeping pace with both industry and market.



Product Design

Plan documents are very specific to each client, so we work through a detailed design process to help create the look and feel for a final product that works as intended, whether it be handing off a MSWord version to an in-house team or using our own digital graphic artist. Our goal is for the final product to clearly communicate both vision and plan with a robust system behind it to deliver the results.

Pricing Philosophy

We have a good sense of the time and effort required to produce high-quality facilitation experiences and related tangible deliverables. We work hard to design proposals that are fair to us and cost efficient for our clients, so we scope our projects on a case-by-case basis to provide the best product and service within the budget allowed. We fixed-price deliverables to the greatest extent possible, with variable meetings by the hour so our clients have greater control over cost. We never bill for ad-hoc phone calls, travel time or materials, and all out of pocket expenses are billed at cost without markup.

Dr. Jessica Black, Fairbanks Native Association Board President

“Working with Erin Sedor of Black Fox Strategy for the past two years has been an amazing experience. She is a skilled facilitator, who can synthesize varied sources of information and input in real-time. Erin produces strong visual and written products, which guides our organization in the form of our strategic plan. We value our partnership with Black Fox Strategy.”

