



# Strategic *planning* of the company

*by*

**SOFIIA BILETSKA**  
COACHING | MENTORING


**7 YEARS**  
of business activity

**1350+**  
hours of effective coaching


**100+**  
companies accompanied



WHAT IS IT?



*STRATEGIC PLANNING* is the process of formulating long-term goals and strategies for the entire enterprise or its divisions by comparing the resources available to the company and its capabilities.



The author's strategic planning, developed based on the Scandinavian methodology, is designed for the comprehensive development of the company and its entry into a new level of development.





# The service is needed when:

1 you have no company development

3 the company is stagnating

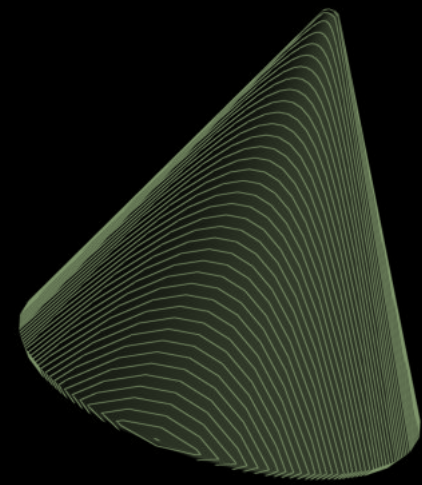
2 there are problems and chaos in work processes





## What solutions exist:

- 1 Planning the company's development for 2-5 years
- 2 Defining a clear positioning of the company
- 3 Creating a mission and benefits for the company
- 4 Creating a canvas (layout) of the company's business model
- 5 Clear tasks for the planning period and their implementation





## Stages of the process:

- Call the client
- Determination of the number of people on the staff who will participate in strategic planning
- Determining the period for strategic planning
- Identification of tasks
- Defining the desired results from strategic planning
- Developing a plan to achieve the global goal every quarter
- Testing participants according to the typology
- Formation of meeting's schedule (7 meetings for 1-3 hours)
- Communication once a month or twice a month on plan-fact reconciliation





## Tools used:

Leadership typology testing, for quality planning

Business Canvas

Elevator Pitch

Tools for positioning development

Tools for creating a Customer Empathy Map

Tools for creating a sales funnel

SCRUM methodology and framework for business processes





# What you get after planning:

1

## A clear business strategy

We will develop an action plan that defines goals, objectives, strategic priorities and methods for achieving them.

2

## Company positioning

We will determine the uniqueness of the company and the possibilities of creating a value proposition for potential customers.

3

## Identification of competitive advantages

Find out how to use your strengths and unique capabilities to stand out in the market and attract more customers.

4

## Improving teamwork

We will develop a strategy for building a corporate culture to improve teamwork and achieve results.





COST

# Package of author's strategic planning:

## Strategic planning

### Brand code: components of the Brand

Mission  Service value  Positioning and more

### Elevator pitch: how to present yourself

Category  Customer needs  Audience

### Business canvas: business components

Parties  Value  Resources  Sales channels and more

### Customer empathy map: working on a deep understanding of the customer to create additional value in the company

Think  Hear  See  Speak  Pains  Achievements

### Brand mindset: what is included in the brand, what is it based on

Functional  Mental  Social  Spiritual

### Value offer

Product  Customer  Benefits, problems, needs

### Sales funnel:

Where  When  How  Number of customer returns

Cost: €2 000

TO ORDER →





**SOFIIA BILETSKA**  
COACHING | MENTORING

# Upgrade yourself and your business

 [www.sofyabeletskaya.com](http://www.sofyabeletskaya.com)

Social networks:

