

## November Newsletter – CEO's Corner

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### What Is Keeping CXOs Up at Night?

Ask hundreds of CEOs, Presidents, CFOs, or CIOs and you will generally hear several of the following:

- The constantly changing economic and global market place
- Keeping up with customer current and future needs and expectations
- The ability to attract and retain appropriate talent to meet those needs into the next millennium
- Achieving top line growth... customer acquisition, retention and loyalty
- Operational efficiency
- The effect of increasing regulations
- Reducing costs
- Increasing enterprise profitability
- Competition and market share
- Missing opportunities...The Cloud, Big Data, Analytics and Predictive Modeling, KPAs? Oh no, we only use KPIs? (BTW, they are the same thing), Leveraging all customer contact points, Actionable Intelligence, Automation, etc.

These are all valid concerns, however they become achievable, auditable and measurable once you...

Realize how to **gain the agility and stability** to support and answer the needs above **through Enterprise Strategic Planning**. An Enterprise Strategic Plan or Road Map will address each of the items keeping you up at night and defines measurable, time specific objectives and or longer term goals needed to achieve that success! Further it defines the strategy to achieve the goals and objectives.

Recognize and **Set Your Enterprise's Vision** and **Define Your Organization's Mission**.

Definitions:

- Vision: The way an organization or enterprise will look in the future. A long-term view, sometimes describing how the organization would like the world to be in which it operates. What is possible, the picture of the future you want to create.
- Mission: Defines the fundamental purpose of an organization or an enterprise, succinctly describing why it exists and what it does to achieve its Vision. It is the doing part - it is what you will do to bring that vision to reality.

The process of defining how you get from where you are today, (POINT A), to where you want to be, your defined Vision and Mission (POINT Z), requires an **Enterprise Strategic Plan**.

Enterprise Strategic Planning or Road Map Development can be informal or enterprise wide. However, each requires that you **Set Vision, Define Mission, Assess Current State, Identify GAPS, Set Goals and Objectives and create a Defined Strategy to achieve them.** These require:

- Agreed upon Goals and Objectives (need measurable and defined timelines).
- Defined Priorities.
- Specific Agreed Upon Deliverables.
- All the above communicated with the Team at the beginning and throughout the process.

Having gone through this planning gives you a better understanding of where you are what you need to do and in doing so ensures you are successfully **gaining Agility and Sustainability!**

### **Isn't that what you needed anyway?**

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