

Our Approach to Strategy Development

Strategic plans help organizations to tackle the tough questions - What do we want our organization to be? Who are our customers? How do we define success? and provide clarity to internal and external stakeholders in the midst of complex issues.

Eagle Hill uses a multi-step approach to strategic planning, including strategic analysis, planning and implementation, which helps our clients achieve their objectives. By helping our clients to understand the market, determine their organization's strategic direction and develop practical action plans to facilitate implementation, they are able to achieve their goals.

How Can You Achieve Success?

Create a mission and a vision that captures the essence of your business.

The mission and vision setting process gives your organization an opportunity to define who you are, what you do, and where you are going. The Eagle Hill team will guide this exercise to keep it focused, timely and effective. The resulting mission and vision statement can then be used as a central rallying point for the entire organization and as a guidepost for the strategic planning process.

Involve your entire organization in the planning process.

Strategic planning is more than a management exercise. By involving as much of your organization as possible in the process, you can get a precise read on your strengths and weaknesses, uncover interesting and creative ideas, and build buy-in to the strategic planning effort from the beginning. Through detailed assessments of your organization's current state, interview plans that reach far into your organization and thorough two-way communication, Eagle Hill helps create energy and ultimately more focus around your strategic plan.

Identify measurable objectives.

Identifying objectives that cover all facets of your business is the key to success. Financial objectives, operational objectives, and organizational objectives all play a role. Each objective must be SMART- Specific, Measurable, Achievable, Realistic, and

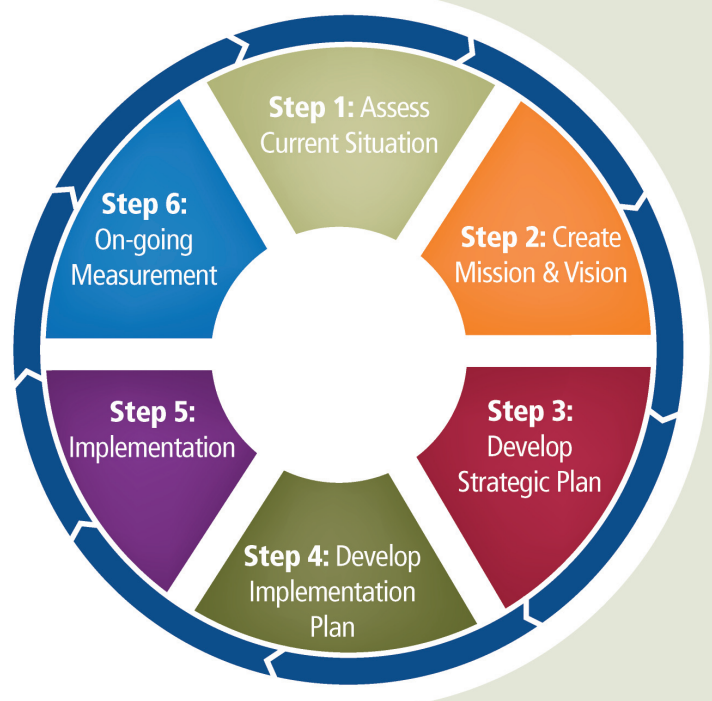
Time-bound. The Eagle Hill team works with our client partners to create a series of performance objectives that can be used to measure the effectiveness of your strategic plan.

Convert objectives into specific initiatives.

Translating your objectives into actionable plans requires brainstorming, identification and prioritization of initiatives, both new and existing. Eagle Hill assists in identifying initiatives that tie directly back to your mission, vision, and objectives. We help you clarify a successful strategy that defines not only what your organization does, but what it doesn't.

Strategy Planning Methodology:

Eagle Hill's strategic planning methodology leverages our past accomplishments to help clients create new successes.



Why Eagle Hill?

“Eagle Hill did a terrific job helping us to define a new strategic direction for our organization and to create a “road-map” for its implementation. They had just the right touch as consultants — enough intellectual contribution to make a positive difference, but not too much to take ownership away from our team. “

Glenn Prickett

Senior Vice President and Executive Director
Conservation International