

CS STRATEGIC ROADMAPPING ^κ

What is CS Strategic Roadmapping?

CS Strategic Roadmapping is a unique and highly effective approach to long range planning, which overcomes the shortcomings associated with traditional strategic plans. The Roadmapping process is custom designed around *your* issues and the way *you* make decisions. Utilizing the exclusive tools and experienced professionals of CSCG, we help you identify the real issues you are facing, successfully navigate obstacles and take advantage of future opportunities, craft strategies to provide a clear roadmap for your future direction, and implement those plans to achieve your desired aims. The result is a planning effort that is practical, effective, and time/cost efficient.

How is it different? What are the benefits?

Results	With CS Strategic Roadmapping:	Traditional strategic planning:
< Execution	<ul style="list-style-type: none"> < <i>Effective implementation:</i> Translate plans into meaningful action, employing process developed by CSCG. < <i>Ongoing monitoring:</i> Using our unique tracking tools, ensure strategic initiatives are completed on time, and initiate quick responses to variances and changing conditions. 	<ul style="list-style-type: none"> — Planning retreats often lack a mechanism to implement and track plans. Plans are then set aside, gathering dust as “bookcase filler.”
< Direction	<ul style="list-style-type: none"> < Using CS Strategic Roadmapping approach, prioritize your critical issues and desired objectives; reconcile against expected conditions; and specify commitments for competing successfully. Results can then be communicated in a summary document. < Resulting plan provides you a clear sense of direction for where you are going, and a detailed roadmap outlining simple steps for how to get there. 	<ul style="list-style-type: none"> — Traditional strategic planning can lapse into an academic exercise, where the focus on the process overwhelms the issues at hand. The relevancy of your direction and the effectiveness of the plan are lost, among the endless number of “strategic initiatives.”
< Consensus	<ul style="list-style-type: none"> < Each step of the roadmapping process acts as a building block, to bring a multitude of issues into understandable focus, weigh relevant information, and provide clear answers. < Our skilled strategy facilitators work carefully with your management team and/or Board to achieve appropriate levels of involvement. This results in strong buy-in and commitment by those who need to be involved. 	<ul style="list-style-type: none"> — The structure of most retreats result in an unproductive environment for reflective thinking, and hurried, inconsistent, nonspecific decisions. In this atmosphere, the people dynamics are often neglected, eliminating any hope for real consensus or buy-in.
< Return on Investment	<ul style="list-style-type: none"> < Working together to optimize your success, even modest improvements to ROA should readily return your investment <i>many times over each year.</i> < With our experienced staff serving as catalysts to move your planning process along in a timely fashion, you can transition from planning to results in a time efficient manner. 	<ul style="list-style-type: none"> — Traditional planning frequently fails to be implemented on a wide scale or timely basis, contributing little in way of earnings improvement.

Where will *your* strategic roadmap take you? Let our recognized thought leaders help you rejuvenate your planning process and reach your strategic goals! For further information on CS Strategic Roadmapping, and our track record of *outstanding* client satisfaction, contact us at (858) 530-8250, or visit our web site, www.StrategicRoadmapping.com.