



STRATEGIC PLANNING



INTRODUCTION

WHY WE DO IT?

- Bad events will occur on your watch
- No one else is going to do it
- Demonstrates the ability to manage time
- Shows vision
- Proves long term commitment
- Builds a nice resume
- Enhances value



WHY WE DO IT (dig a little deeper)?

- Some doctors want a sense of mission/direction
- Most doctors want to know where they stand
- Secures your future
- Positions you for further action
- It is better for everyone

HOW YOU DO IT?

- Events
 - Certain to happen
 - Probable to happen
 - Possible to happen

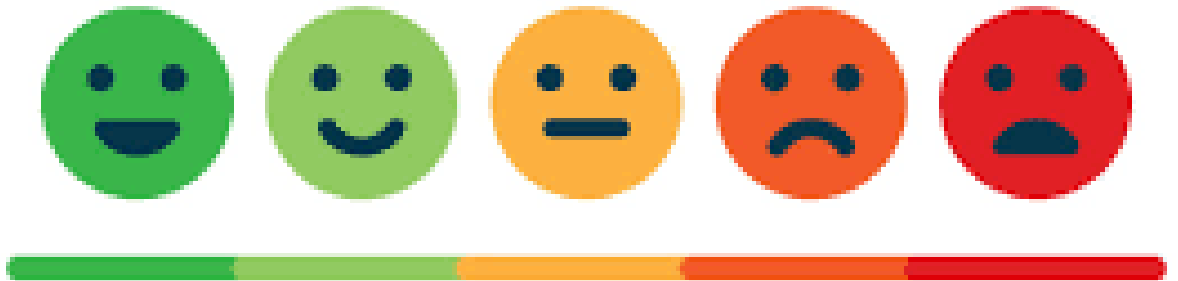


HOW YOU DO IT?

- Timing
 - Less than 3 months
 - 3 months to 1 year
 - 1 year-5 years
 - More than 5 years

HOW YOU DO IT?

- Impact
 - Very Bad
 - Bad
 - Good
 - Very Good



HOW YOU DO IT?

- List all the events with probability, timing, and impact
- Choose an event certain to happen in a short time frame
- Decide if a facilitator is needed
- Pick one you can win quickly, snowball effect!

HOW YOU DO IT?

- Isolate the event for planning
- Make a list of issues surrounding the event
- Break it into small projects as needed

HOW YOU DO IT?

- Assign and delegate responsibility
- Deal with problems immediately
- Follow through and accountability

OTHER TIPS FOR SUCCESS

- Pick the right time and place
- Deliver progress in small bites
- Document success as you go and present evidence
- Quantify impact and results at every meeting

Conclusion

- Keep the document **ALIVE!**
- Use it as a guideline of your success and the practice's success
- Revisit new events annually
- Rinse and repeat



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