

## ***THE ROLLING 3-YEAR STRATEGIC PLAN***

---

### **THE 7 REASONS WHY STRATEGIC PLANS FAIL**

#### **2.1 Why do you think strategic plans fail most often?**

## The 7 Reasons Why Strategic Plans Fail

- 1 = Not our problem.  
 2 = Might be a problem.  
 3 = Is a problem.  
 4 = Yikes! This needs our attention!  
 5 = We need a plan to address this.



No.	Reason	Problem
1		
2		
3		
4		
5		
6		
7		

### Other Reasons:


▲ "No man has ever reached to excellence  
 in any one art or profession without having passed  
 through the slow and painful process  
 of study and preparation." ▲

Horace

## The 7 Reasons Why Strategic Plans Fail

---

### #1. Event Thinking

Strategic planning is viewed as an event or a task, instead of a transformational ongoing process.

### #2. Top-Down Ego

Strategic planning is created top-down and characterized by ego and arrogance, instead of humility and listening.

### #3. Interruption

Strategic planning is seen as an "add-on" interruption to my "real work," instead of becoming absolutely core to my role.

### #4. Extra Expense

Strategic planning is allocated as an extra expense (that is often cut) instead of a critical core investment.

### #5. Binder Syndrome

Strategic planning conjures up complex and time-consuming exercises and 3-ring binders, instead of being the servant to a simple and elegant plan that is grounded in the alignment between the mission, BHAG, and S.M.A.R.T. goals.

### #6. Sacred Cows

Strategic planning "economizes" by involving fewer and "safer" stakeholders who honor tradition, dead horses and sacred cows, versus out-of-the-box dangerous ideas!

### #7. Pseudo Prayer

Strategic planning, for the Christ-follower, gives a wink and a prayer to holy input, versus an extraordinary process of assembling spiritually discerning people together to hear from God—who then joyfully follow His plan.

### *BONUS REASON!*

### #8. Verbal Fuzz

Strategic planning festers in a "verbal draft" purgatory, versus becoming a disciplined process that is both written and implemented.

▲ "I learned to write  
to burn the fuzz off my thinking." ▲

Fred Smith, *Breakfast With Fred*

## The **BIG** Idea:

▲ "There are no secrets to success.  
It is the result of preparation, hard work,  
learning from failure." ▲

Colin C. Powell

### Next Steps/To-Do List:

Point Person	Task	Deadline Date	Done Date