



STRATEGIC PLANNING SERVICE

for

Small to Medium Size Business

Making Strategy is the creative process of establishing “over the horizon” targets, objectives and goals that define the long-term direction of your company in layman terms. It maximizes the value created from precious resources by optimizing their deployment in delivery of product and service to market.

Great team building and shared common vision can be achieved through the strategic planning process. Making strategy is a forward-looking activity that paves the way into the future for an organization by providing a road map for your people. It helps focus and give them direction and a sense of security knowing where their company is going.



Strategy becomes effective when it is implemented through refined business practice. It is most effective when it becomes integrated into the daily operations of the organization. It is least effective sitting in a desk drawer or filing cabinet. Implementation is the most important step in strategic planning; after all it is where the rubber hits the road.

Effective strategy requires quality information about the organization and the environment in which it operates. Assessment is the first important step in making strategy that can involve resources both in and outside of your organization and provide an opportunity for all ranks to contribute to the process.

Technology Brewing has been successfully making and implementing strategy since 1994 with small to medium sized companies in the United States and Canada. We customize our strategic planning process to meet your needs and facilitate your strategy making sessions to capitalize on your most important corporate assets – your people. We provide follow on strategy review services to help you stay on track with implementation and maximize the return on your strategic planning investment.

For more information call:

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