

Making Everything Easier!™

2nd Edition

# Strategic Planning Kit

FOR  
DUMMIES®

## Learn to:

- Be agile in a continually shifting environment while planning for long-term sustainability
- Make strategy a habit for all organizations
- Improve efficiency, focus, and execution

**Erica Olsen**

*Developer of MyStrategicPlan*



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Highlight Small Wins

Let the Process Evolve

Be Committed

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# ***Strategic Planning Kit For Dummies<sup>®</sup>, 2nd Edition***

**by Erica Olsen**



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## About the Author

**Erica Olsen** holds a BA in Communications and an MBA in International Management from Thunderbird School of Global Management. She's frequently tapped to lecture at the University of Nevada in Reno and the University of Phoenix in Reno on management and planning topics. She hosts workshops and has spoken at conferences nationwide.

As one of the developers of MyStrategicPlan, Erica has stripped strategic planning of its fate as a static document. With her online strategic planning system, any organization, regardless of size and budget, can build a plan in a matter of weeks (or even days). After completing the plan, the online system actually helps organizations execute the plan instead of just shoving it on a shelf. Her team developed MyStrategicPlan because they believe in inspiring big ideas and creating the laser-like focus to achieve them.

MyStrategicPlan is just one of several services offered by Erica's company, M3 Planning. M3 also does on-site strategic planning facilitation and retreats, as well as market research consulting. Over the last several years, M3 has developed and reviewed thousands of strategic plans for organizations across the country.

In addition to authoring *Strategic Planning Kit For Dummies*, 2nd Edition, Erica has coauthored *Strategic Planning Made Easy: A Practical Guide to Growth and Profitability* (M3 Planning, Inc.) and contributes regular columns to local, regional, and national business publications.

When Erica isn't lecturing, writing, or planning, she's alternately kayaking, backcountry skiing, rock climbing, biking, running, or bagging peaks around the Western Hemisphere with her husband, Gregor.

Erica always enjoys hearing from her readers. If you have questions about your strategic planning or if you have a success story to share, please contact her through any of the following methods:

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# Dedication

To all the business owners, executive directors, and managers in this world who have a big vision: May you successfully reach that big, hairy, audacious goal.

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