

PROGRAM OF TEAM STRATEGIC PLANNING (TSP)



Motivation. A firm is defined by its mission. In addition, the firm is embedded in an evolving PESTE (political, economic, sociocultural, technological, ecological) macro-environment that includes opportunities and threats. The firm needs to anticipate the opportunities of the next three to five years and plan its actions to get them and expand its current business income.

Goals. The team strategic planning program (TSP) is a set of continuous activities directed to conceive the firm long term actions (strategy) to get the anticipated macro-environment opportunities. As a consequence, the value of the firm increases becoming more attractive for the stakeholders.

Program overview. The TSP includes the activities in the shown flowchart. The employees of the firm are coached by our experts and participate.

Weaknesses of current approaches to conceive the strategy. Most approaches to conceive the long term actions that a firm can implement do not include tools to evaluate the multiple effects of these actions. In addition, they do not support the identification of technology based actions.

Advantages of our improvement program. In our program, the firm employees and our experts in international markets and technology participate in the identification of the long term actions that the firm can implement. In addition, our approach uses qualitative simulation models that evaluate the multiple effects of any potential action suggested by

a participant. These models ease the participants' consensus on the actions to implement and support the identification of the indices to control their performances.

