



Strategic Planning Case Study: Corbin Helps Client Chart its Future Course

Client Need: A client was facing morale issues that traced back to a lack of corporate focus on where the client was heading. The client asked Corbin to facilitate its strategic planning process to help the organization chart its future course and to gain the buy-in of its workforce on the future vision of the organization and how to get there.

Corbin Solution: Leveraging the client's vision and mission statement, Corbin worked with the client's management team to prepare strategic planning materials. This included high-level information describing the strategic planning process and the specific elements of a strategic plan. Corbin devised activities to stimulate employee participation in the process, which was held at an off-site location. As a result of the process, the client developed a full strategic plan that was well understood and accepted throughout the workforce. Corbin followed up the process with a full written report of the strategic plan and implementation approach.

Client Benefits: The client was able to complete the self-examination required to develop a long-range strategic plan, and achieve consensus on corporate goals and how to achieve them.

- **Improved Employee Morale:** Employee morale improved and the client's management team worked more cohesively as a unit. Since the firm has multiple locations, this enterprise-wide endeavor helped unify the workforce around a shared desire to advance the firm's goals.
- **Energized Organization:** The process stimulated thinking about how to make better use of corporate resources. The process also uncovered new opportunities.
- **Actionable Goals:** The plan assigned specific responsibility and schedules for work, and coordinated and unified the work effort.
- **Enhanced Accountability:** The plan included specific benchmarks, facilitating control and evaluation of the firm's activities.