



Having A Process Is No Longer An Obstacles

Throughout my career as a business advisor, I have probably heard every obstacle there is for not planning. I am not just talking about planning for your business but for your career and life as well. Many business leaders say they've been there, tried that. They have a tainted view of planning, usually from a previous experience. I have seen obstacles that include managers saying they just have to get through the tasks in front of them. They tend to focus on the day-to-day, operational activities instead of the longer view. There's a tendency to focus only on the quantitative outcome. They plan a budget, forgetting to look at how they will achieve that budget.



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Sometimes, leaders believe they don't need a strategy because they are not facing any imminent crisis. Worse yet, they let outside forces shape their organizational strategy, making that strategy reactive, rather than proactive. However, the most common obstacle to planning is that businesses lack a simple and effective planning process. In other words, they don't know exactly how to go about it.

I understand all of these obstacles, but the irony is that many people spend more time planning their vacations, retirement and family weddings than they do for the one thing that is going to fund all of that – their career or business.

It would be unprofessional to provide you a client story as an example but I can use my own planning experience to illustrate the point. Five years ago I went away for a cold winter weekend to develop a plan for the business and my life. The message out of the weekend was that I was impacting 75 to 100 companies a year through SM Advisors' unique strategy and talent process, but I needed to impact 7,500 to 10,000 companies per year. The answer to accomplishing that was by giving our process away to business leaders through public speaking and a book. My calling and passion in life was to give this process to as many business leaders as possible so they could implement strategy and talent into their business and experience unprecedented success. At the time it seemed like a dream, but five years later it has become a reality. I tell you this story not to bring attention to me but to you. You can achieve your dream; you just have to start moving towards it. In our country, everyone does not have equal opportunities but everyone does have opportunity. It is those who develop a plan to achieve it that takes advantage of that opportunity.

I want to offer you a tool that removes all obstacles to planning. It is called the Stop Selling Vanilla Ice Cream Process and it is now available to you. It is a process that creates a clear differentiation for your business that is delivered by a high performance team. If you run a small to medium-sized company, you can now execute a plan on your own by following the true story of a client in the book. All the templates to complete the process are available to you on www.stopsellingvanillaicecream.com.





The process can also be used to develop a differentiation for you and your career. The owner of each book gets a complementary behavioral assessment in order to create their own talent development plan. Individual development plans are a key component of the talent management system that is implemented by completing the Stop Selling Vanilla Ice Cream Process.

The lack of a formal process is the main reason why companies and individuals don't plan. I like to think you no longer have an excuse for not planning. Only good things come from having a plan to move forward. Remember, Those Who Plan, PROFIT!

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