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NECA
2018
PHILADELPHIA
SEPTEMBER 29–OCTOBER 2

CONVENTION EDUCATION

Strategic Planning for Your Electrical Construction Business



Strategic Planning for Your Electrical Construction Business

Kathy Jo Van
KJ Company



**This session is eligible for
1 Continuing Education Hour**

For these hours to appear on your certificate, you must:

- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session: www.necanet.org/neca2018

Four Stages of Strategic Planning

1. Trends, SWOT

Where are you?

2. Mission, Vision, Strategic Objectives

Where do you want to go?

3. Initiatives, Goals, Tactics

How will you get there?

4. KPIs, Review

How do you make sure you are on track?

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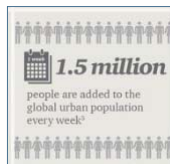
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Trends

Technology



Urbanization



Speed of Change



Demographic



Internet of Things



Prefab



Specialization



Legislation



New Approaches



Worker Shortage



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SWOT



- What's working?
- What's not?
- Build on your strengths
- Key opportunities
- Areas of differentiation

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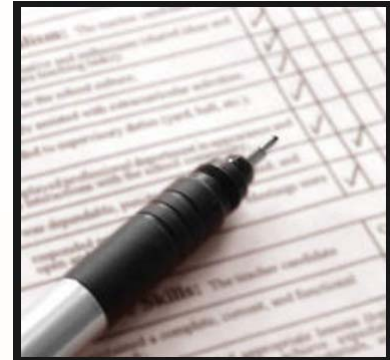
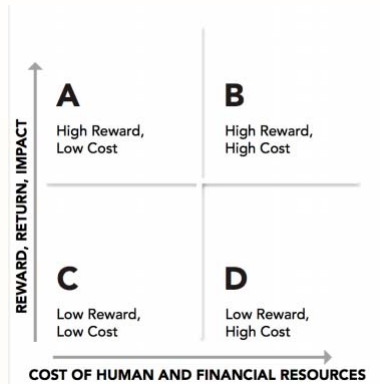
Mission, Vision, Strategic Objectives

- Values - Priorities
- What will you BE
- What will you DO
- Alignment
- Rule of Three



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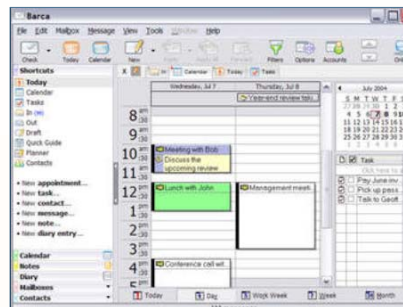
How do we get there?



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Staying on Track

Dashboards – KPIs – Periodic Reviews



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Strategic Planning

Stage	Element
1. Where are you?	Trends - SWOT
2. Where do you want to go?	Mission, Vision, Strategic Objectives
3. How do you get there?	Initiatives, Goals, Tactics
4. How do you make sure you are on track?	Dashboard, KPIs, Periodic Reviews

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Strategic Planning Toolkit

- Sources of Information
- Diverse Planning Team
- Silent Brainstorm
- Put It on the Wall
- Post-It Voting
- Rule of 3
- Rubric
- Brainwriting
- Sketch Concept
- Impact-Reward Matrix
- X to Y by When
- Ownership Assignments
- Monthly Reporting

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Questions?



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Don't forget...

- 10:15 am – 11:30 am – General Session with Christopher Tarbell & Hector Monsegur
- 11:30 am – 4:00 pm – NECA Show Hours