



STRATEGIC PLANNING: FUNDAMENTALS & EXPECTATIONS



Real Estate Professionals • Issues • Solutions



Your Presenter

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Today's Agenda

- 90 Minutes
- Three short activities
- Answer Four Questions:
 - What is Strategic Planning?
 - What are the steps?
 - What to expect -- good?
 - What to expect -- not so good?
- Q&A



Non-Linear

- Answers to the two “what to expect” questions will be interspersed
- Like most executive-level material, expect more questions than answers – you are the *expert* about your business



What is Strategic Planning?

- Concept
- Results
- Timeline
- Trust in the Process



What are the steps?

- Five Phases:
 - Data Gathering
 - Implications of Data
 - Definition of Self
 - Objectives ► Strategies ► Tactics
 - Implementation



Data Gathering

- Overall Marketplace
- Self Evaluation
- Customers & Prospects



Implications of Data

- What should we keep doing?
- What should we stop doing?
- What should we do new?



Definition of Self

- **Mission:** Why are we here?
- **Vision:** What do we want to look like in the future?
- **Values:** What do we stand for?
- **Brand:** What should Customers expect?



Objectives ► Strategies ► Tactics

- Framework
- SMART
- Expand involvement



Implementation

- Publicize
- Inculcate
- Revisit



What to expect not so good?

- Its hard
- Its time consuming
- Its resource intensive
- It can be toxic



What to expect good?

- Growth/Profit/Expansion
- A clear, undistorted picture
- Its energizing
- Bias to looking forward



Dos & Don'ts

- DO.....
 - Reach/Stretch
 - Be honest
 - Trust the process
- DON'T.....
 - Be impatient
 - Be afraid
 - Lose faith

Q&A



The End

Thank you for attending – have a
great Conference!