



# ACHIEVING FOCUS



**Strategic  
Prioritization  
Session**

# Achieving Focus

## Strategic Prioritization Session



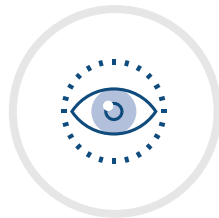
As recognized in “Six Ingredients for Profitability and Growth”, many business owners and their teams are fantastic at what they do, but they get so busy servicing their clients, that the business itself gets stuck. They often have lots of great ideas for increased efficiency, profitability, and growth, but they are dabbling a little bit in many of them with insufficient time, and not getting traction on any.

An impactful step that can either be activated immediately with a Values, Vision, Mission Session, or sometime thereafter, is a Strategic Prioritization Session. Clarity on Values, Vision, and Mission forms the basis for making decisions on where to focus. A Strategic Prioritization Session looks at all of your strategic options and ranks them. You can't do them all at once! Narrowing down key strategic priorities to increase profitability, dramatically increases the traction that you are able to achieve on any one objective. As you tackle priorities one at a time, you will find a lot more gets done.

It is important to engage everyone on your team in this process so that they have helped to create and have fully embraced the outcome. Without the team's buy-in, the best list of priorities in the world won't have any impact. Maintaining a mindset of empowerment and scalability, and building the team with the right people in the right roles is essential throughout the process.

### 1 Assessment

Owner/Manager  
Evaluation



#### TAKE STOCK

Sit down with the key decision makers in your organization and take a look at where you are now. What direction(s) does/do the team seem to be heading? Where do you want the business to go? What are the many initiatives that your company is currently either trying or considering to improve effectiveness, increase profitability, and foster growth? What are the key criteria for consideration in prioritizing your objectives?

### 2 Survey

Find out what  
the team thinks

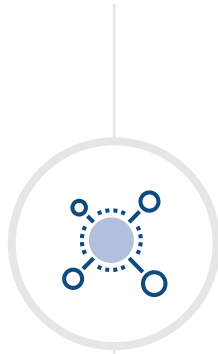


#### ASK QUESTIONS

Create a survey for distribution to your entire team and allow them to submit anonymously. Ask what their top projects that they would like to work on are, and what they would like to see the company work on. Where do they think they are wasting time? Ask for their ideas for company efficiency and growth.

### 3 Preparation

Pull everything together for the session



#### AMALGAMATE, SYNTHESIZE

Import the survey data question by question. It doesn't matter who said what. Merge, amalgamate, synthesize, consolidate... Look for patterns and themes. Group like answers together. Create summary slides for each: projects, growth ideas, criteria. Invite all key team members to attend a Strategic Prioritization Session. Create and circulate an agenda ahead of time.

### 4 Session

Identification of top strategic objectives to tackle methodically



#### ACHIEVE FOCUS

Explain where your business is, and the importance of getting everyone in alignment to move things forward. Invite them to put aside their "doing" hats for the session and think big picture as a strategic advisor. Guide everyone through discussions on projects, growth ideas, and criteria. Draw out their thoughts and ideas. Listen closely. There are no right or wrong answers, only things that uniquely become in alignment for your organization. List your options and criteria in a matrix, and assign values as to how each option meets each criterion. The sums will give you their numerical ranking as a starting point. Then further discussion can fine tune for reality, Ranking and prioritizing strategic objectives as a team keeps everyone focused when they are prioritizing their work moving forward.

### 5 Follow Up

Use the tools that you have just developed



#### LEVERAGE THE OUTCOME

Be sure to capture your newly identified priorities on a visually enticing page. Encourage team members to post this page near their desk, on their screen saver, anywhere that they will be reminded. If appropriate, mention them in your newsletter. The more others know your priorities, the more others will be in alignment to help you reach them. Refer to them every time decisions are made around time management. Use them as a tool to say "no" to low priorities and "yes" to high ones.

## FOCUS ACHIEVED! ...NOW WHAT?

Ranking and prioritizing strategic objectives will help everyone better manage their time. If team members really stick to getting the number one priority achieved, the session can dramatically increase traction on initiatives. Improvements can begin to be measured after a Strategic Prioritization Session. To further increase commitment from all team members, the fifth ingredient for profitability and growth is to create systems by setting targets, objectives, and incentives for the company and each team member. This is offered as part of Effective Leadership Consulting's Virtual Strategy Officer services.



## GETTING HELP

Leading the team through the above-mentioned Strategic Prioritization Session is a highly specialized skill set that is easily outsourced. Not all experts need to be permanent members of your team. If you are unclear as to how to systematically implement the steps outlined above, Effective Leadership Consulting would be delighted to help.

## ADDITIONAL RESOURCES



**BUILDING ALIGNMENT**  
Vision, Mission, Values

[Click here](#)



**SIX INGREDIENTS FOR PROFITABILITY AND GROWTH**  
Beyond the Plateau

[Click here](#)

## NEXT STEPS

Having the confidence to let go and empower others to enable your business to succeed will be the best shift to achieve the results that you want.

To apply for a complementary Beyond the Plateau Introductory Assessment to learn how we can help,

[CLICK HERE](#)



## EILEEN BISTRISKY

Eileen Bistrisky MBA, CSEP, CMC, ACC  
President & CEO,  
Effective Leadership Consulting Ltd.

“Eileen exuded professional discretion in a detailed, focused, and reassuring manner. She learned our business, in all its complexity, quickly and with a deep understanding in order to lead and facilitate customized client advisory and team meetings. Eileen demonstrated a great deal of integrity, enthusiasm and drive in these delicate meetings. I’ve enjoyed working with Eileen and am happy to recommend her to any prospective client.”

**Brock Lumsden** | President  
Bold Event Creative

Eileen strategically leads impactful, socially-responsible organizations either in-house or as an external consultant. Since 1992, her award-winning company has helped clients achieve their objectives. Effective Leadership Consulting facilitates organizational growth, increased profitability, and improved operational effectiveness. Eileen leads teams to reach their potential through clarity of vision, effective communication, and empowerment. Client organizations are measurably improved by defining and achieving SMART objectives while implementing effective leadership strategies.

Prior to shifting to overall business strategy, Eileen consulted in event management, production, and marketing. She taught Event Management, Marketing, Sponsorship, and Proposals & Presentations at the Art Institute of Vancouver. She was the first Certified Special Event Professional (CSEP) in Western Canada, and has played an active role with the International Live Events Association (ILEA) since 1994. In 2006, she won the Spirit of the Industry Award for outstanding contributions to the event industry in Canada. As the 2010/2011 Chair of ILEA Canada, she led the Country to win International Region/Affiliate of the year. Eileen is a Past President of the ILEA Vancouver Chapter, Past Western Regional Vice President of ILEA International, and a past member of the ILEA International Board of Governors.

In 2013, she completed her MBA and earned her Certified Management Consultant (CMC) designation. While working with Erickson Coaching International, she completed coach training and earned her ECPC and ACC coaching designations. She is a past member of the BC Council for CMC Canada, has served on and chaired numerous other boards and committees, and speaks at conferences and meetings around the world.

When Eileen is not helping businesses empower teams to profitably benefit people and the planet, you can find her in the mountains. As an adventurer, she has explored mountains on seven continents, and shares her stories to inspire others.

Effective Leadership Consulting has helped many seven figure companies with their strategic planning and prioritization for growth.

