



STRATEGIC PLANNING

SERVICE OFFERINGS

SITUATIONAL ANALYSIS

Any strategic planning process has its foundation in a thorough, fact-based, understanding of the organization's current situation. Continuum Advisory Group's team works with its construction-industry clients to analyze their organizations and the business environments that they inhabit. We get to the crux of the matter quickly and accurately because our team has decades of experience consulting in the industry. Additionally, since we work with owners, contractors, building product manufactures, architects, engineers, suppliers, and homebuilders, we understand the industry from all perspectives. This ensures that your planning team starts its work knowing that the foundation for transformative strategic planning is in place.

COLLABORATIVE PLANNING PROCESS

One of our core values is collaboration. We practice this inside our firm and with our clients across all the services we offer. Nowhere is this more important than with Strategic Planning. Effective planning teams develop the critical Psychological Safety to ensure that all viewpoints are raised, heard, and used to develop a better, more robust outcome. Continuum Advisory Group's team are experts at creating the conditions for collaboration and in leading planning teams to achieve the best in setting goals, selecting targets, and establishing how they will achieve those targets and reach their goals. That is strategy.

FLEXIBLE IMPLEMENTATION & ACHIEVEMENT

Once your team has established its plan, it's time to engage your organization in driving towards your goals. Internal communication takes center stage and sets the tone for the energy and engagement required to make your team successful. Our experts guide you through the challenges of getting this process established, building momentum, and coaching your people through the implementation and change management process. The world is ever-changing and the most successful organizations are the ones who adjust their businesses to their environments. We'll help to guide your leaders in developing the flexibility and agility needed to thrive.



STRATEGIC PLANNING

CASE STUDY

THE CLIENT

International Building Trades Union

THE NEED

The client expressed a need to understand how its business environment is and will be changing and to align its organization to be successful over the long term.

OUR APPROACH

Our team worked collaboratively with the leadership team to engage a large percentage of its international and local leaders to develop an understanding of the organization's internal capabilities and blind spots. Combined with knowledge on how technology, regulations, industry changes, and economics are likely to evolve, we guided the planning team to develop its strategy. We then helped to develop the internal communication plan, implementation infrastructure, and process for driving change.

OUTCOMES

The client achieved a unified focus and fully engaged its organization in achieving success.