

## Overview

Thorough business planning should form the foundation of every business. Without it, a business can gradually crumble away or collapse completely.

Developing and embedding a single, connected business plan ensures your business and its employees know exactly where the organisation is currently and where they are aiming to be. It provides consistency and structure across the whole organisation and encourages engagement from top to bottom.

## The challenge

There are a number of reasons why an organisation may be struggling to achieve or embed successful business planning, including:



- No strategic direction or focus
- Inconsistent and conflicting objectives
- Lack of purpose, vision and values
- Unrealistic and unachievable goals
- Unstructured approach to planning and delivering projects
- Inability to track and manage service excellence targets
- Poor staff and stakeholder engagement

## Using Clearview to improve your business planning

Clearview can help improve your business planning by targeting the following three areas:

### Strategy

- Streamline your strategic planning and improve the quality of your final plan
- Capture the mission, vision and values for your organisation and set long term objectives
- Carry out a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and STEP analysis (Social, Technological, Economic, Political)
- Set SMART goals (Specific, Measurable, Achievable, Realistic, Timed)
- Prioritise and allocate your corporate goals according to their value to the business
- Cascade each corporate goal into inter-related corporate projects, activity plans, milestones, risks and Key Performance Indicators, which can be viewed in Gantt charts for review and action

### Project

- Track the progress of all your employees in delivering corporate projects and service plans
- Streamline and cascade management of projects, reducing the time and effort involved
- Deliver continuous improvement and outcome monitoring by linking to service excellence outcomes
- Drive annual efficiencies and value for money initiatives from your projects and activity plans
- Evidence project progress and outcomes by linking to documents stored electronically
- Develop project budgets and cascade them into your annual budget process

### Service Excellence

- Manage and deliver service excellence, with comprehensive tracking of all outcomes
- Score your progress towards excellence for each outcome and link to documentary evidence
- Match corporate projects and action plans to service excellence outcomes
- Address gaps in performance and demonstrate a strong continuous improvement culture
- Develop service excellence standards tailored to your organisation's requirements or embed external standards and indicators, e.g. Investors in People, EFQM (European Foundation for Quality Management), OFSTED

## About Clearview

The team at Clearview are specialists in strategy planning and execution and performance management. In excess of 100 organisations currently use our services. Our customers are loyal. Many have used our services for over five years and have seen significant benefits as a consequence, including year on year delivery of their strategic plans and improvements in management efficiency and organisation performance.

## Benefits of using Clearview

Clearview provides a single collaborative tracking and monitoring system. This enables your business to ensure it is delivering against its objectives and helps create a common purpose and focus across the organisation.

<b>Define a single strategic direction and supporting business strategy</b>	√
<b>Cascade your corporate strategy throughout the organisation</b>	√
<b>Implement a clear organisational mission, vision and set of values</b>	√
<b>Develop and deliver project and activity plans</b>	√
<b>Track agreed deadlines and individual actions</b>	√
<b>Integrate service excellence standards and measures</b>	√
<b>Ensure a culture of continuous improvement across the organisation</b>	√
<b>Support business change management initiatives</b>	√
<b>Drive efficiencies and value for money</b>	√

## Implementation

Our solution is based in the “cloud” (on-premise is also supported). This means it is easily accessible anytime, anywhere – while at the same time being completely secure. Clearview is easy to install and most organisations are up and running in just 1 – 2 days. The software is intuitive and comes with a range of support tools.

Once the software is installed, training can be provided. In addition, all our customers have access to our dedicated, responsive support team who are available for advice or support by email or phone Monday – Friday 9 am – 5 pm.

## Other Clearview products and services



We also offer a range of other Clearview Business products. These are available as stand-alone modules or can be combined for a truly integrated approach to effective business delivery.

Our professional in-house training and consultancy team can provide a range of on-site courses or workshops to ensure you get full value from our Clearview Business products. Topics covered include:

- **How to develop your organisation’s strategy and performance measures**
- **How to undertake a STEP and SWOT analysis**
- **How to set and prioritise SMART goals**
- **How to define and embed effective project management principles**
- **How to develop Key Performance Indicators**
- **How to build and implement a balanced scorecard**

For more information on all our Clearview Business products and services, [visit our website](#) or

call 0121 803 8628.