

The Planned Advantage

The Planned Advantage is a cyclical process that sets an organization on a course to build capability to mature to the next level, and thereby achieve sustainable top results. This process ultimately helps a leadership team strike a balance of focusing on results, choosing the right work to be focused upon, deciding how a team is going to work together, and clarifying how the individual team members need to *be* in order to successfully stay balanced to achieve essential outcomes. Our proven process is designed for clients that want to accelerate their strategic planning and execution methods, and are ready to commit to an annual process to take them to the next level.

The Planned Advantage process consists of five steps:

1. Understand the client needs and what the return on investment will be for the leader, the team, the organization and the organization's customers
2. Gather input from stakeholder constituencies who will have direct impact on or will be impacted by the scope of the work
3. Apply the analyzed data to the "wondering" work done by the leadership team—a necessary element to gain clarity in order to align on the right strategic work for the team; and the creation of a game plan that will accomplish clear outcomes and achieve ROI
4. Upon creating a game plan, the leadership team refines the plan through a test and measure process and then implements the plan
5. Lastly, results from the output are reflected upon, successes are celebrated, and learnings are inventoried, quantified and applied to address the next level of need.

Through our *Planned Advantage* process, Stone + Company has provided guidance and fostered great successes in such key areas as turnarounds, sustaining success, crisis management, team realignment and new team strategic development.

The core Planned Advantage solutions include:

- Focus Finder
- Strategic Health Survey
- Team AlignMap
- Team Optimizer
- Exec AlignMap
- ExecTeam AlignMap