

## **Assessment**

# ***Successful Strategic Planning*** ***First Edition***

The objectives of this book are:

- To define strategic planning and show how to organize it
- To explain visioning, measuring and strategizing for success
- To explain budgeting for strategic planning
- To suggest ways to implement strategic planning



## **Assessment Questions for Successful Strategic Planning, First Edition**

*Select the best response.*

1. A key feature of strategic planning is that you begin with:
  - A. Your current direction
  - B. The next immediate problem
  - C. An ideal vision of the future
  - D. Advice from experienced leaders
2. Strategic planning must culminate in a significant change in the way daily business is conducted.
  - A. True
  - B. False
3. Although a core planning team is essential, all employees should be asked for their input:
  - A. Before the planning begins
  - B. At each stage of the planning
  - C. When the core team finishes planning
4. Today's business climate requires:
  - A. Revolutionary change
  - B. Teamwork
  - C. Self-initiative
  - D. A clear vision
  - E. All of the above

5. A mission statement should include:
  - A. An organization's values and beliefs
  - B. Major operating techniques
  - C. Technologies
  - D. All of the above
  - E. None of the above
6. A mission statement should be expressed in terms of:
  - A. Outcome benefits
  - B. Organizational activities
7. Every employee's major responsibility is to serve:
  - A. The customer
  - B. Someone else in the company
  - C. Either of the above
8. A system for measuring organizational success is:
  - A. Possible only for financial data
  - B. Necessary for all key factors
9. An organizational assessment should:
  - A. Examine the gap between a vision and today's operating system
  - B. Identify strengths, weaknesses, opportunities and threats
  - C. Both of the above
10. All core strategies should save money.
  - A. True
  - B. False
11. Each unit or team should draw up annual plans that:
  - A. Relate to organizational core strategies
  - B. Prioritize tasks and provide resources
  - C. Both of the above

12. Strategic budgeting should:
  - A. Follow annual planning
  - B. Lead annual planning
13. Resources for each unit should be added or deleted:
  - A. Equally
  - B. Based on the core strategies
  - C. Based on unit assessment of their needs
14. A good strategy is to ask for projected 5-10-15% budget cuts from each unit and then cut units:
  - A. In different amounts
  - B. Equally
15. Budget difficulties face most organizations today, so you should:
  - A. Use across-the-board budget cuts
  - B. Set aside funds for strategic priorities and new programs
  - C. Avoid new directions
  - D. All of the above
16. The reality of change is that:
  - A. Most people welcome it
  - B. Employee depression exists and should be acknowledged
  - C. Employees shouldn't resist it
  - D. All of the above
17. A strategic planning document should end with a task checklist and schedule of implementation.
  - A. True
  - B. False

18. To achieve desired changes you must not:
- A. Do strategic planning in difficult economic times
  - B. Expect employees to be interested in strategic planning
  - C. Neglect nurturing, protecting and rewarding strategic change
  - D. All of the above
19. A strategic change steering committee should give equal weight to change and daily management.
- A. True
  - B. False
20. If a strategic plan is sound, implementation will naturally follow.
- A. True
  - B. False
21. In an annual strategic review, you should:
- A. React to changes in the environment
  - B. Update action priorities
  - C. Update your system for managing change
  - D. All of the above
22. A customer-focused high-performance organization must:
- A. Have a strategic plan
  - B. Ensure successful implementation
  - C. Both of the above
23. A good first way to involve key stakeholders is to:
- A. Include them in analysis of your current state
  - B. Delegate leadership to them
24. To minimize “we-they” discussions, use:
- A. Two subgroups
  - B. Three subgroups
  - C. Top-down management

25. The key to success in all strategic planning is:
- A. Forced ranking of priorities
  - B. Categorizing concerns as “high,” “medium,” or “low”

## **Answer Key for Successful Strategic Planning, First Edition**

### ***Recommended response (Corresponding workbook page)***

1. C (3)	6. A (31)	11. C (48)	16. B (58)	21. D (70)
2. A (3)	7. C (32)	12. A (50)	17. A (61)	22. C (72)
3. B (4)	8. B (41)	13. B (51)	18. C (63)	23. A (75)
4. E (11)	9. C (42)	14. A (52)	19. A (64)	24. B (77)
5. E (29)	10. B (46)	15. B (53)	20. B (68)	25. A (77)