



First
Business®

FIRST BUSINESS SEMINAR SERIES
Your success comes first

Question-Based Planning

Clarity and leadership without vision statements, strategies or retreats

April 1, 2009



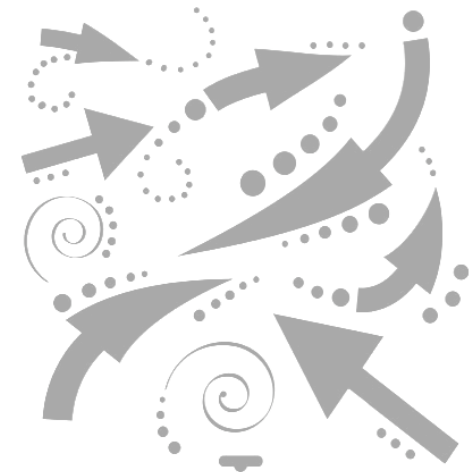
VAN MELL ASSOCIATES
PLANNING FOR BUSINESS & BUILDINGS

A challenge and an opportunity for all of us

If planning is so important, why don't we do it?

Is there an approach people will really use?

What can I do tomorrow?



VAN MELL ASSOCIATES
PLANNING FOR BUSINESS & BUILDINGS

If planning is so important, why don't we do it?

Practical

- Efficiency
- Motivation
- Underwriting

Ethical

- Safety
- Meaning
- Community



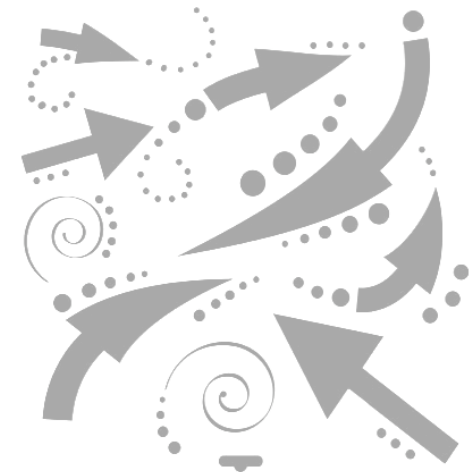
VAN MELL ASSOCIATES
PLANNING FOR BUSINESS & BUILDINGS



If planning is so important, why don't we do it?

“Strategic” planning

- Jargon
- Models
- Analysis
- Complexity
- Time
- Facilitation



Is there an approach people will really use?

“Strategic”

- Jargon
- Models
- Analysis
- Complexity
- Time
- Facilitation

Question-based planning

Plain English

Familiar “model”

Analysis separate

1-page plan

Five 2-hour meetings

Systematically asks questions

STRUCTURE	MARKETING & SALES	OPERATIONS
I.T.	HUMAN RESOURCES	FINANCE



How does it work?

Question-Based Planning meetings/weeks

1. *Outline all questions*
2. Explore with departments
3. Refine with leaders
4. Set priorities
5. Translate into goals...
 - Act



3 GOOD QUESTIONS

STRUCTURE	MARKETING & SALES	OPERATIONS
I.T.	HUMAN RESOURCES	FINANCE



VAN MELL ASSOCIATES
PLANNING FOR BUSINESS & BUILDINGS

What does success look and feel like?

Question-Based Planning recap

- One page everywhere
- Headed in the same direction
- Clear, focused, productive, proud



What can I do tomorrow?

- Create 18
- Begin diplomatically
- Promote discussion
- Never give up

Planning is leadership

