

50 STRATEGIC QUESTIONS FOR BUSINESS PLANNING

The following questions may used to probe the organization during Strategic Planning. Please note that these are Class Questions, that is, each one suggests an entire class of questions below it:

1. What major problems are we currently facing?
2. What major problems are we likely to face over the plan period?
3. What are major decisions we need to make?
4. What is the status of our technologies?
5. What are our research projects underway? Contemplated?
6. What is the quality of the research done in our organization?
7. What programs are we currently developing?
8. What new programs are being planned?
9. What is the pattern of our spending?
10. What new products or services do we have coming up the pipe?
11. How are we going to improve our products and services?
12. How well are our products and services doing in the marketplace?
13. What products and services do we need to sunset?
14. What is the geographic coverage of our products and services?
15. What is our capacity to serve?
16. What is the state of our equipment?
17. What is the state of our facilities?
18. What kind of shape are our communications in?
19. Are any of our policies getting in the way of people?
20. What is the quality of our service delivery?
21. What skills and technical expertise exist now in our organization?
22. What is the state of our training?
23. What shape is our cash flow in?
24. How consistent have our earnings been in the past few years?
25. Where have there been significant deviations in our earnings?
26. What is the state of our expenses?

27. What is our pricing structure?
28. Is our funding likely to change?
29. What is our organization's long and short term debt?
30. What are our assets and our liabilities?
31. Where can we get or make more money?
32. What return are we getting on our investment?
33. What is our organization's credit rating?
34. How well are we using our computer technology?
35. How well are we structured as an organization?
36. What type of management do we have?
37. What parts of the structure are accountable for what?
38. Who are we competing with?
39. What services, products compete with ours?
40. What's going on elsewhere we need to be concerned about?
41. What's our market niche?
42. How available will the raw materials we use continue to be?
43. How reliable are our suppliers?
44. What is the state of the economy in terms of our product and service?
45. How can we be affected politically?
46. What new technologies should we be looking at?
47. What will be the effect of new laws and regulations?
48. How will demographics affect us?
49. Are we in time to change?
50. Are we able to change?

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