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Strategic Planning: As Simple as A,B,C

By David R. Mcclean



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If your organization wants to get better at strategic planning, you could hire expensive consultants eager to charge you as much as they can. Or you could demystify the process by reading this guidebook written by an accomplished businessman and former military strategic planner who explains that strategic planning means doing the right things, which is much different than doing things right. Col David R. McClean (Usa, Ret) provides a phased approach with clear and concise advice so you can improve your strategic planning and increase growth. Whether you own a corner sandwich shop or manage a megabank, you can:

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