



BUSINESS EVENTS

Your Business Strategy: On Purpose or by Accident?

November 7, 2017

Sponsored by:



Thank you to our sponsors!



Speakers

- **Joe Plunger** – *President/CEO*
Midwest Metal Products, Inc. (MMP)
- **Ed Olson** – *Director of Sales and Marketing*
Scanlan International, Inc.
- **Peter Nora** – *Founder*
PN Products
- **Ron Kirscht** – *President*
Donnelly Custom Manufacturing



Strategic Planning Perspectives

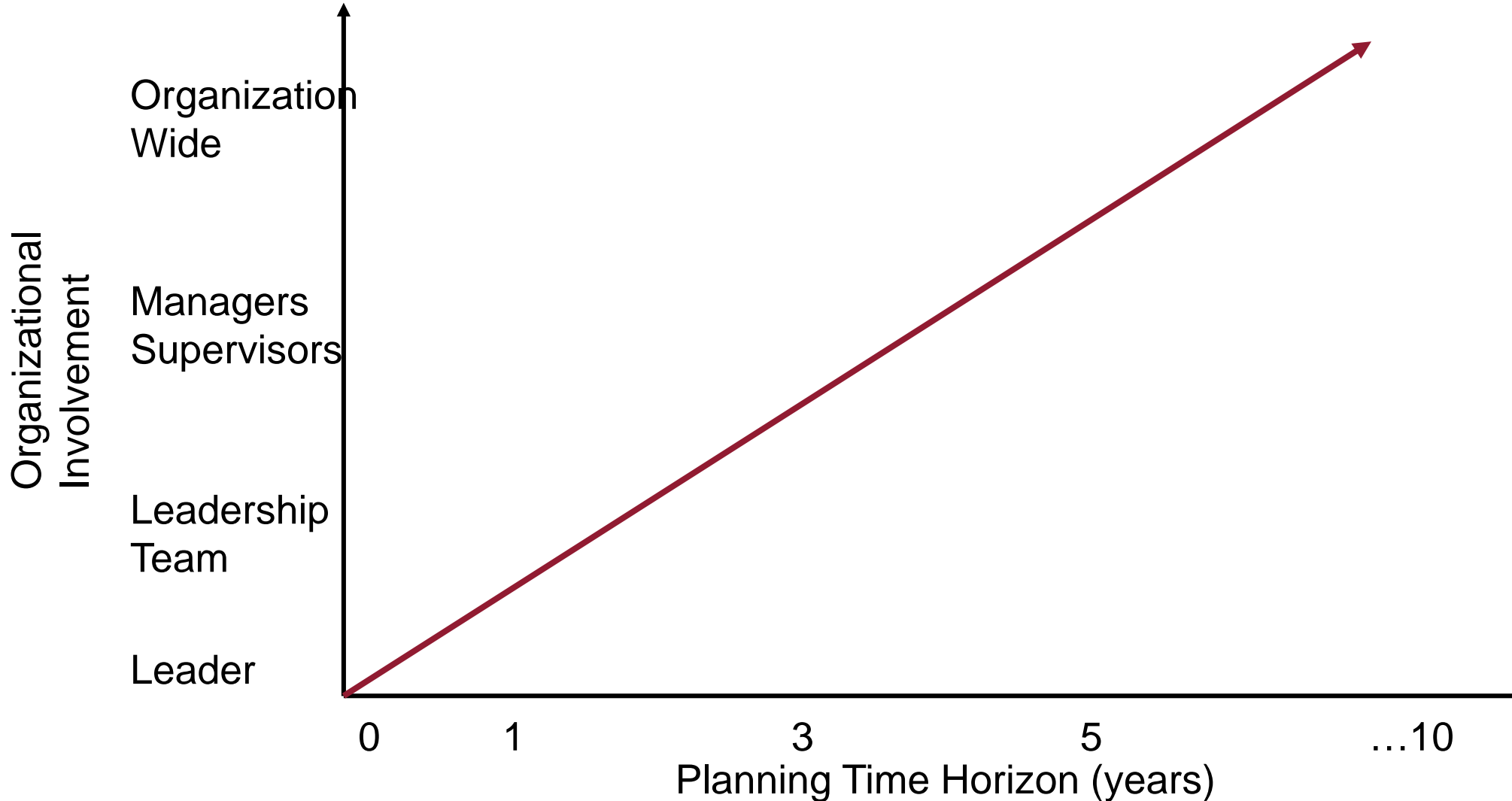
- ❑ One manager told us, “Our planning process is like a ***primitive tribal ritual*** — there is a lot of dancing, waving of feathers and beating of drums. ***No one is exactly sure why*** we do it, but there is an almost ***mystical hope*** that something good will come out of it.”

- ❑ Another said, “It’s like the old Communist system: ***We pretend to make strategy*** and ***they pretend to follow it.***”

The Puzzle Pieces of Business



Timeframe and Breadth of Involvement



Strategy: To The Point

- ❑ Simply put, we are trying to answer these four questions
 - ❑ Who are we and why?
 - ❑ Where are we now?
 - ❑ Where would we like to be in the future?
 - ❑ How will we get there?

“A business strategy is a set of ***guiding principles*** that, when ***communicated and adopted*** in the organization, generates a ***desired pattern of decision making.***”
- Michael D. Watkins

Panelists

- **Joe Plunger** – *President/CEO*
Midwest Metal Products, Inc. (MMP)
- **Ed Olson** – *Director of Sales and Marketing*
Scanlan International, Inc.
- **Peter Nora** – *Founder*
PN Products
- **Ron Kirscht** – *President*
Donnelly Custom Manufacturing



Thank you to our sponsors!



Thank you to our host!



Thank you to our speakers!

