



# Strategic Planning – Not Just for Big Business!

Steve Palmer  
President/CEO





# Our Journey to Strategy Management

- New 96,000 sq. ft. manufacturing facility completed in 2008.
- Effects of Great Recession reduced by explosion in growth from energy and agriculture-related markets.
- Production & distribution capacity reaching limits.
- New business development becoming a more critical element of growth.
- Succession planning of ownership.

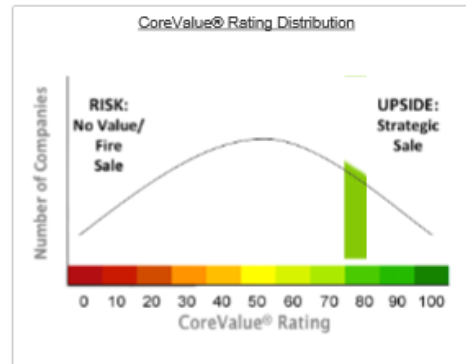
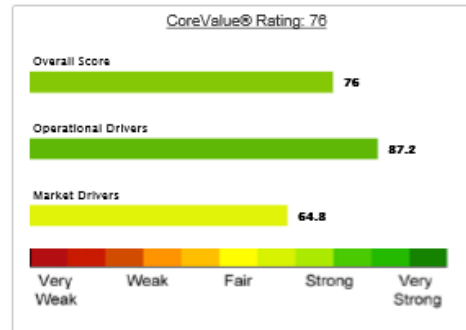
# Our Journey to Strategy Management

- CoreValue™ Assessment



Powered by CoreValue®

## CoreValue Rating Report





# Our Journey to Strategy Management

- Recognized need to conduct strategic planning as a result of the CoreValue™ assessment.
- Challenges with moving forward:
  - Whom to include in planning?
  - Allowing sufficient resources
  - Getting buy-in from employees
  - Avoiding inertia



# Our Journey to Strategy Management

- So Here's What Happened...
  - Initial Team Meeting held on 12/2/14
  - Presentation Event – February 2015
  - Strategy Roadmap Rollout Event – May 2015
- And the results?
  - Leadership team took ownership of the process!
  - Project completed on schedule.
  - 56% of employees had some involvement.
  - Champions were selected to lead key initiatives.



# Strategy Planning AND Implementation

- **Four Key Initiatives**
  - Develop & Implement Market Strategy
  - Train & Develop Team Members
  - Define & Implement Operational Requirements for Growth
  - Define the Future





# Questions?

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