

# Strategic Planning Brings Stability to Your Business

The last several years have brought enormous amounts of change, volatility, uncertainty and opportunity for the livestock industry. Surviving these uncertainties requires a specific business plan that ensures your business's long-term success.

## First Step: Strategic Planning

As the first step in a formal business plan, strategic planning brings stability to your business by addressing these critical questions about your business:

- Where do you want your business to be in 3 or 5 years? How will you get there?
- Do you and your partner(s) agree on the direction of your business?
- Are you financially ready for your retirement? What will happen to your business when you retire?
- Is your business keeping pace with the changes in the industry?

## How can strategic planning improve your business?

Strategic planning helps businesses increase profitability, align their organizations and reduce risk caused by market factors. Organizations that use strategic planning are proven to be more successful:

- Organizations with strategic plans in place are 12% more profitable<sup>1</sup>
- Of 26,000 start-up business failures, 67% had no written strategic plan<sup>2</sup>

Strategic Planning Services from PeopleFirst will help you identify your **business objectives**, define **long-term strategies** and **provide the tools necessary** to connect your organization with your strategy. Strategic planning will help you to:

- Analyze your business in depth
- Discuss influencing factors
- Determine your business objectives
- Articulate the overarching strategic direction to your organization

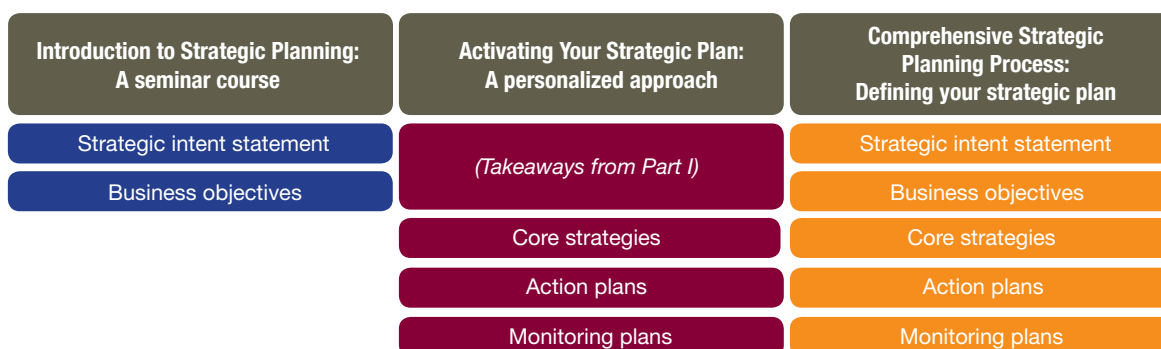


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## Why Strategic Planning Services with PeopleFirst?

Strategic Planning Services help you make the most of your people and help motivate your team toward a common direction. Through these unique services, you have the opportunity to use the same strategic planning consultants and process that Pfizer Animal Health uses to guide your business and meet your long-term business objectives.

Choose to begin or fully build your strategic plan with support from PeopleFirst.



For more information, talk to your Pfizer Animal Health representative or a member of the PeopleFirst team.



<sup>1</sup> M3 Planning.

<sup>2</sup> Terri Zwierzynski, [www.Solo-E.com](http://www.Solo-E.com).