



Strategic Planning

Having an accurate view of your current situation and a compelling vision of your future motivates staff and focuses energy and resources where they will have the most impact. WMEP has worked with hundreds of manufacturers to realize their current and future goals, and we are well positioned to help you realize yours.



WMEP Strategic Planning Services Include:

- **Financial Benchmarking & Analysis** – Provides you with comparative financials from within your same market segment. Using this data, areas of opportunity can be found and defined.
- **Visioning** – Working with your organization's leadership we will help you develop or refine your Vision, Mission and Core Values.
- **Strategy Development** – We can assist with the development of:
 - > a comprehensive situation analysis of both external and internal factors,
 - > customer and competition analysis,
 - > a prioritized SWOT analysis,
 - > identification of strategic issues,
 - > subsequent strategic initiatives
 - > action plans and strategic triggers
 - > a scenario analysis.
- **Strategy Deployment** – We can assist you deploying the strategy within your organization, setting the stage for integration into the performance management system.

Questions a strong strategic plan can answer:

- What are the main drivers affecting the competitive environment in which you are operating, and what impact might they have on your company?
- Where are the greatest growth opportunities for your organization?
- What plans do you have for capturing growth opportunities?
- How agile is your business when responding to changes in the marketplace?
- How are you positioned to profit from technology changes impacting your industry?
- How are you set to adapt to the changing workforce dynamics?

We're successful because we want the same things you do including:



Cost & Efficiency - Increasing profitability through waste and downtime reductions, improved materials usage and operations, grant utilization and financial systems.



Growth - Growing revenues by reaching new customers and markets, new product development, exporting, adding capabilities through strategic hires, and improved employee productivity.



Winning Culture - Developing an environment and processes that attract and retain talent, grow employees' capabilities, and create an empowered workforce.



Certification & Compliance - Pursuing certifications that set a company apart as well as certifications needed to fulfill local, state, national and international qualifications and to achieve awards and grants.

WMEP's Value Proposition

How we're different	Why it matters	How clients benefit
We are an end-to-end solution. From supply chains to sales, we have the capability and networks to positively impact your business.	We understand the contributions of the pieces to the whole and use this understanding to help you optimize your enterprise.	We can identify the most impactful enhancements to make to your business to help you achieve your objectives.
We have extensive experience across all major manufacturing industry sectors in Wisconsin.	Our breadth and depth of experience working on projects and companies similar to yours increases our speed and effectiveness.	It takes less time for our staff to learn your business and objectives. We apply proven solutions to your business challenges.
We are all about manufacturing. We work with everyone and anyone who is committed to the success of manufacturing in Wisconsin.	We get manufacturing, and we're ready to roll up our sleeves and get to work to help you be successful and achieve your objectives.	In addition to our experienced and talented staff of experienced manufacturers, we provide access to our extensive national networks of industry experts.
We are evaluated by the results we produce for your organization. Your success is our reward.	Our objectives are aligned. We only recommend solutions that will help you achieve your business objectives.	Since the year 2000 we have generated over \$3.0 billion in total financial impact for our state economy, averaging slightly over \$450,000 per project.

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