



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 Assessment** – 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 Formulation** – 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 Execution** – 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?

It's as simple as a conversation with a WMEP Business Growth consultant, who will work with you to determine the right path toward maximizing the impact on your business.

Contact Marie Mansheim at 715.630.4550 or via email: mansheim@wmep.org



WHO WE ARE

As a private non-profit corporation, we focus fully on generating positive results for our clients.

Our team of manufacturing experts work side-by-side with hundreds of manufacturers each year, helping them develop and implement effective solutions that address their biggest challenges.

We closely monitor trends and best practices in manufacturing, and proactively develop solutions that meet the existing and emerging needs of manufacturers.

WMEP Manufacturing Solutions is part of the MEP National Network™, a public-private partnership that advances U.S. manufacturing. MEP Centers are located in all 50 states and draw on the talents of over 1,400 trusted advisors and experts.

WE HELP MANUFACTURING COMPANIES BECOME MORE PROFITABLE & VALUABLE

WHAT WE PROVIDE

WMEP Manufacturing Solutions recognizes that manufacturers face various challenges and we provide proven solutions to these challenges in the following areas:

- Operational Excellence
- Growth & Strategy
- Industry Certifications
- Human Capital
- Automation & Technology
- Sustainability

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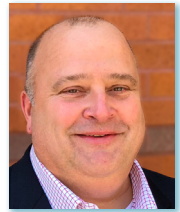
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