

# Strategic Planning for Success

## Insights Summary

MCMILLAN PATH TO EQUITY 2021

McMillan LLP  
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## Your Insights

Welcome to your final Insights Summary! We truly hope that you've found this program valuable and enjoyable, and that we're launching you into your next phase of career development, ready to take everything you've learned and build out your **Strategic Plan for Success**.

In your Learning Guide for this final module we provided you with all the prompts you'll need to start crafting your plan, and in our last Coach's Corner, you shared your culminating thoughts and next steps. Here's what you said:

Going forward, I'm going to keep the pattern of the 1/2 hour per week going and use it to work on building a plan and thinking strategically about the activities I will undertake in the time thereafter

I've got a sort of personal/life strategic plan I created and that's my current filter for all things. I will take that and broaden it to add more structure so that I can more actively and successfully filter the things I will/won't do going forward, or determine 'at what cost' I'm willing to engage in certain things. I am thinking about these topics more regularly and have built some habits that are working for me to keep this top of mind.

I am still working with what I might have in terms of a vision - I'm coming at that from scratch because I've has never thought about it before. I have a list of what I do and don't want to do and I've become better at expressing the complexity of what I want from my practice more broadly, not just the legal services I provide, but all of the pieces. And I see them and talk about them more specifically. I will keep working on honing all of that into a vision statement. I also feel better equipped to see how what I want can fit into the firm's new strategic plan, which will be helpful going forward

## Your Insights, continued

It will now be easier to align pieces of my SP with the firm's. It will be easier to describe the business purpose of things I want to do and how they align with the firm's new SP which will make it easier to get approval/money/support for ideas and initiatives I want to pursue. Through the program I've become able to see that the people in my group that have successfully built a practice do it either privately or subconsciously, and while I've always compared my current position to their end result position, I now sees that they did a lot of the kinds of things we have been talking about over a long time to get to where they are. I'm also now aware of some of what I've done and had successful results from, but had done instinctively. I realize that I just forgot that I made all of those decisions and put in the countless hours working towards a strategic outcome that I wanted. I will benefit if going forward I write down the things I wants to do and the things that I succeed at making happen - in part reverse engineering a plan from what I don't want. Bringing together all of the disparate ways that my actions that have been successful before together into a clear plan will be really powerful.

For some of you, it was still difficult to see how to apply the Strategic Planning process to your personal context. This is particularly the case when it feels like those achieving success in your context are doing things differently than discussed in this program.

If this is the case, we have a couple of suggestions:

1. Consider that your Strategic Plan might be broader than business development goals. BD might be one lane, internal involvement in your firm might be another. You might have objectives that include a certain role in the community. Broadening your scope of what your Strategic Plan could include will help you to create one that fits your context.
2. Consider 'reverse engineering' your Strategic Plan, if the tactics or actions are already identified or underway. You can take those outcomes as the starting point and reverse back to what it is you truly wants more broadly - define your vision and values that way rather than starting with them - and then filter those opportunities and activities you're considering through them.

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## Recommendations

However you decide to approach your Strategic Plan, we hope it will inform and touch all parts of your practice, and help you get really specific about what you do, when you do it - and how. Here are a few tips to help get you started with the process.

### Tips for Strategic Planning for Success:

- **Give yourself time**, initially and on an ongoing basis - done correctly, this will be an ongoing process, not one that can be done in a single sitting nor one that should be rushed. In our stand-alone Strategic Planning Program we work with individuals and firms over months, workshopping each element of their Strategic Plan.
- **Create accountability** for yourself - when working through the elements of a plan, we encourage you to work with someone - a colleague, mentor, consultant or advisor - who will give some perspective and keep you accountable as you develop yours.
- **Use your Strategic Mindset** - strategic planning is not an event, having a strategic mindset is a way of being. Once you have a strategic plan, and the way of being that allowed you to develop it the first time, you have the process and skills to continue to evolve and adapt it over time. You will check in on it constantly, you'll always know whether you're on track against your Strategic Objectives and you will always have a way of knowing if an activity or opportunity is 'on plan'.
- **Find your Tools** - find a tool that works for you, that you will use actively to effectively keep you on track and allow you to measure your progress. Project management tools or simple spreadsheets are common tools



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