What is the desired outcome of your Business Performance Management planning?

The first step in Business Performance Management planning is defining why the company is making the plan— the strategic issue. The strategic issue is most powerful when based on a “vision of success”.

Teams discuss and articulate what the ideal future of the organization looks like as it successfully fulfills its mission and achieves success. The strategic issue is then framed around this vision, and is generally a factor of one of the following:

- **People**
- **Products/Customers**
- **Production**
- **Marketing**
- **Money**

The following is an example of a potential strategic issue:

**The issue should be stated succinctly:**
The Company is not generating enough profit.

**Define why it is an issue:** We are in business to earn a profit for our shareholders and provide stable employment for our employees.

**Define what will happen if this issue is not addressed:** If we do not increase profits, we cannot invest in more equipment and grow the company.

A SWOT is then created to evaluate factors that influence the “vision of success”, taking into account external and internal factors.