



Qualities of an Outstanding Contracting Company

First in a series: Establishing a strategic plan

Many times entrepreneurs set out to start their own business. Excited and passionate about what they do and ready to conquer the market, they really have not taken the time to plan properly. This means that the business in which they are about to invest and to assume many risks will start on a “flimsy” foundation. I see it every day in the construction world. An employee says to himself, “I would like to own my own business and make the big money and be independent...” So they head out starting their own business only to find that running a sustainable business not only takes the knowledge of the trade, but the knowledge of some fundamental business skills as well.

If you are like me, I like doing things once and once only if possible. In starting a business, there are some basic fundamentals that must be completed so that the foundation in which you build the business has a chance of being sustainable. One of the tactics of building a sound business is having a Strategic Plan.

What is a strategic plan and why do I need one? Well, a strategic plan is your organization’s way of defining its strategy or direction and it is the decision making process or thinking process you go through to allocate your resources in pursuing this strategy. Many times in the development of a strategic plan you will ask yourself questions of “What will we do”, “For whom will we do it” or “How do we excel in this market”. It is important to answer these questions because it forces you to stop, think and formally write down how you want your business to look to others. While doing this you become more committed to what you have written and all who work for you see the importance of this plan and identify with the direction management is trying to go. Also, any time we write down goals or statements we gain a sense of accountability to uphold to ourselves or those who wrote them.

There are a few key components of a Strategic Plan such as; Vision, Mission Values, and Strategy which one must think about. These items further explain your company and form the foundation of what you, as an owner, believe is important for all customers and employees to adhere to.

Your company vision outlines what your organization wants to be in the long-term. It focuses on what you want everyone else saying about your company.





Your mission is a little different. It explains why you are in business or the purpose of the business, and what it will do to achieve its vision.

Your values are the common beliefs you will expect out of yourself and your employees. They will provide the framework on how decisions will be made to accomplish your business goals.

Finally, your strategy will identify the goals of your company and provide the roadmap on how to get there. Many times this will involve developing policies in many areas of the company that are used to help point the company in the right direction.

Once completed, you will have created a brief outline of your new company. Now you can proceed on to other tasks that will further develop your organization. Please look for my second in a series article on writing a business plan.

