



# KCG @ Work : Strategic Plan Development

**“ KCG made it possible for us to and implement change, all while still serving our clients. KCG clearly had a genuine interest in the success of our organization. ”**

**Libby Ralston**  
*Executive Director*

## The Challenge

The Dee Norton Lowcountry Children’s Center (DNLCC) required a strategic plan that would lay the groundwork for the evolution of the organization for the next five years. Before these longer-term objectives could be realized, KCG was challenged to identify – and help fix – a number of operational challenges.

## Solution

KCG leveraged its innovative and effective strategic planning and business transformation processes to:

- Conduct an assessment of the organization’s vision, goals, structure and operational procedures. A Report Card with specific quick-hit recommendations was provided.
- Identify longer-term, strategic initiatives as well as the development of corresponding “Project Briefings” – inclusive of the initiatives’ business case, ROI, potential risks, implementation timeline and costs.
- Leverage the Project Briefings and KCG’s OptionFinder™ independent voting technology to build consensus as to the importance and complexity of each strategic initiative.
- Develop a formal strategic action plan as well as a concise one-page Road Map which outlined key initiatives, timelines, investments, responsible parties and benefits.

## The Benefits

- Both strategic and operational considerations were taken into account to develop the overall plan.
- The strategic initiatives were mapped out into an easy to use project plan which helped guide the implementation processes – multiple initiatives are currently underway.
- More than 120 tactical activities and process improvements were identified and prioritized for consideration.
- The entire process and all associated deliverables were created with change management principles in mind – greatly facilitating the communication and implementation of the plan.