6 x 6 PlanRight™ PROCESS

6 STEPS

1. **UNDERSTAND**
   We understand your business, brand ethos, problems to solve and goals to achieve
2. **EVALUATE**
   We evaluate your USP, marketplace position, SMEs and areas of thought leadership
3. **VALIDATE**
   We talk to customers, stakeholders, competitors to validate assumptions
4. **CREATE**
   We collaborate on a custom plan with achievable goals and clear KPIs
5. **REVIEW**
   We ensure the plan meets all objectives and includes input from all key stakeholders
6. **ADOPT**
   We agree to plan and formally finalize it

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6 BEHAVIORS

1. **COLLABORATE**
   We need clients collaborating and engaging with us throughout the process
2. **IDEATE**
   We know great plans are the results of great ideas
3. **CHALLENGE**
   We believe assumptions and blind statements should be challenged
4. **ALLOCATE**
   We know that smart plans require adequate time (Min. 8 weeks)
5. **INCLUDE**
   We know strategic planning requires the inclusion of key stakeholders
6. **MANAGE**
   We know the best plans come from smart meetings and a regular cadence

ABOUT US

Spaulding Communications is a strategic business-to-business integrated marketing firm that partners exclusively with manufacturing brands serving the commercial architect, design and building products industries. We specialize in thought leadership and content development strategies to strengthen, differentiate and bring greater visibility to brands so they can stand out and get known for what makes them great.