

**DEVELOPING YOUR CORPORATE  
STRATEGY, MISSION & VISION**


by  
**Scott Warrick, JD, MLHR, CEQC**

[www.scottwarrick.com](http://www.scottwarrick.com)

[scott@scottwarrick.com](mailto:scott@scottwarrick.com)  
614-738-8317

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**Scott  
"The Brain Guy"**





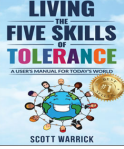
**SOLVE  
EMPLOYEE  
PROBLEMS**  
*Before They Start*

SCOTT WARRICK




**HEALING  
THE  
HUMAN  
BRAIN**  
*A HAND-HELD GUIDE TO THE SCIENCE OF  
REVERSING YOUR MENTAL HEALTH*

MICHAEL AND SCOTT WARRICK



**LIVING  
THE  
FIVE SKILLS  
OF  
TOLERANCE**  
*A MANAGER'S MANUAL FOR TODAY'S WORLD*

SCOTT WARRICK



**TOLERANCE  
DIVERSITY  
FOR WHITE GUYS  
OTHER HUMAN BEINGS**  
*HOW TO GET THE BEST OF BOTH*

SCOTT WARRICK

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**FREE Lunch & Learn Videos Are Posted!**  
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[www.ScottWarrick.com](http://www.ScottWarrick.com)

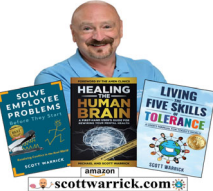
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**Disclaimer**

This information is provided for educational purposes only. It is intended to be generic in nature and should not be applied nor relied upon in any particular situation without the advice of your attorney.

Consulting, Training & Employment Law Services are offered through Scott Warrick.

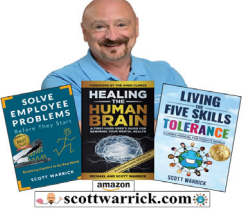
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<https://scottwarrick.com/>

- Scott Warrick, JD, MLHR, CEQC, SCP
- 40 years experience in HR and Employment Law
- Capital University College of Law (Class Valedictorian (1st out of 233))
- Nationally Certified Emotional Intelligence Counselor
- Business First Magazine's "20 People To Know in HR"
- CEO Magazine's Human Resources "Superstar"
- HRACO's Linda Kerns Award for Outstanding Human Resource Creativity
- The Ohio State Human Resource Council's David Prize for Creativity in HR Management

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<https://scottwarrick.com/>

**What is Scott Warrick's  
Human Resource Consulting & Employment Law Services?**

"Scott Warrick's Consulting, Training & Employment Law Services" uses the **LAW** and **HUMAN RESOURCES** to "Solve Employee Problems **BEFORE** They Happen."

Scott trains managers and employees in over 50 different programs.

Scott uses **POLICIES** and **CONTRACTS** to reserve the rights employers need to get them to where they want to go.

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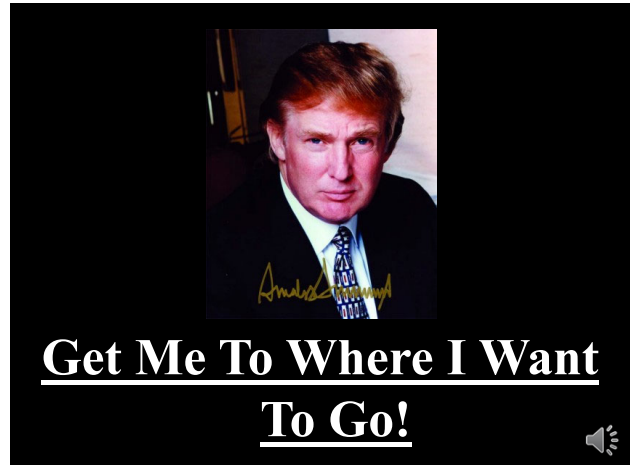


**YOUR GOALS AND CONCERNS  
AS A CEO**

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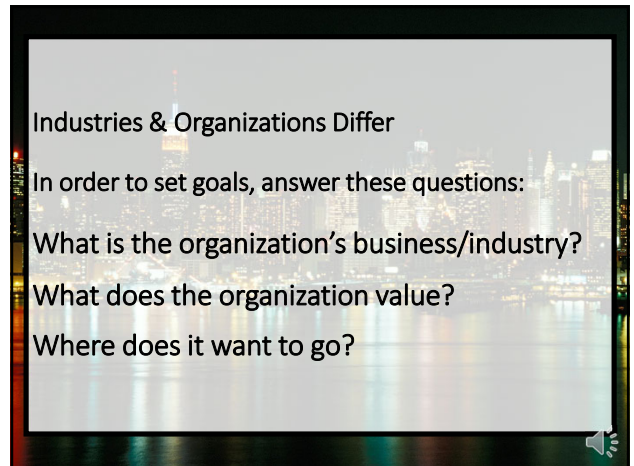
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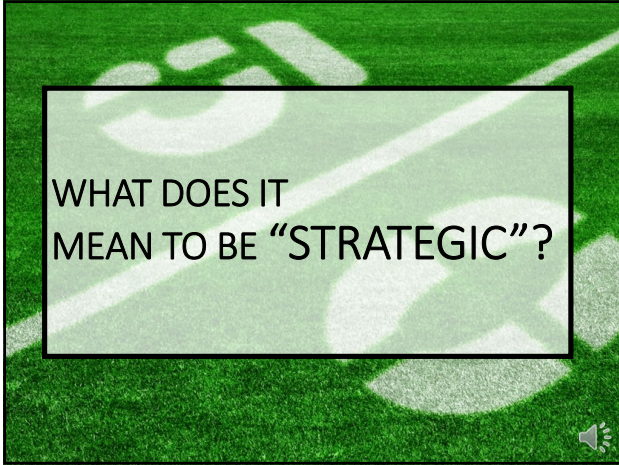
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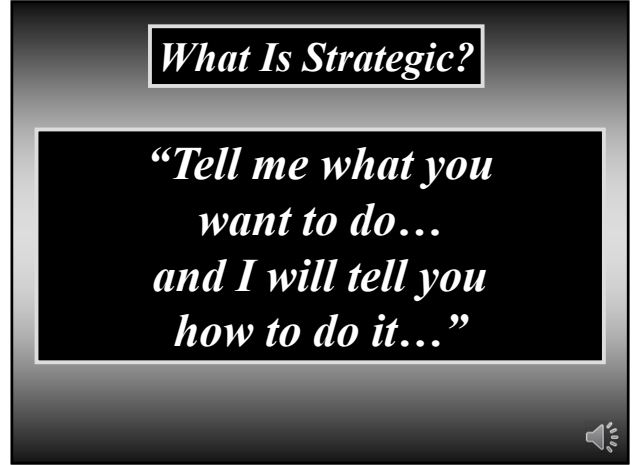
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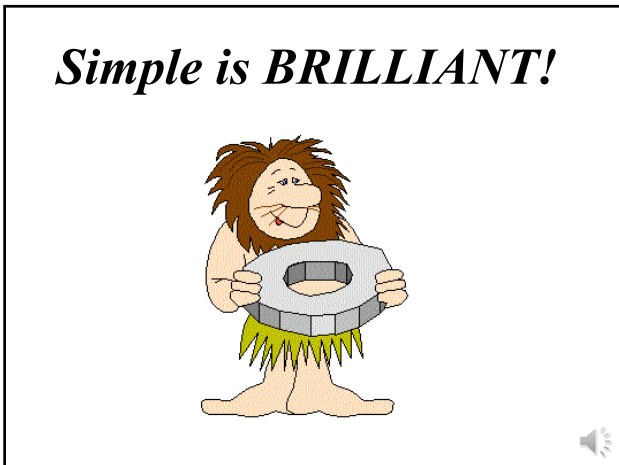
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THE RITZ-CARLTON

**59 hotels in 20 countries**

**28,000 employees**



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THE RITZ-CARLTON

**Malcolm Baldrige  
National Quality Award**

**1992 and 1999**



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Define Values, Develop Vision  
&  
Draft Mission Statement  
EXERCISE



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15 minutes to think!

Define Values, Develop Vision & Draft Mission Statement  
EXERCISE



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Define Values, Develop Vision  
&  
Draft Mission Statement  
EXERCISE REVIEW



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### GOAL SETTING/PLANNING PROCESS

1. Set Goals
2. SWOT Analysis
3. Determine What Activities Will Be Needed
4. Identify What Resources Will Be Needed  
(What are the Obstacles?)
5. Identify Control Measures To Be Used
6. Implement Plan
7. Evaluate and Continue and/or Correct



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**GOAL SETTING/PLANNING PROCESS**

1. *Set Goals*
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**SETTING LONG AND SHORT TERM GOALS**

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**KEY CONSIDERATIONS?**  
Time & Measurement

33

**WHAT DRIVES YOUR TIMING & MEASUREMENT OF GOALS?**

- Market or Industry Competition?
- Regulations or Compliance?
- Financial Issues?
- Shareholder or Owner Needs?

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**What do you want to do in the next:**

<b>Play?</b>	<b>6 months?</b>
<b>Quarter?</b>	<b>1 year?</b>
<b>Half?</b>	<b>3 years?</b>
<b>Game?</b>	<b>5 years?</b>

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**Strategic Goal Setting EXERCISE**


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*Enron's  
Used Cars*





15 minutes to think!



Strategic Goal Setting  
EXERCISE

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Strategic Goal Setting  
EXERCISE  
Review

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How Will You Measure Success?




**QUANTITATIVE  
ANALYSIS**

**QUALITATIVE  
ANALYSIS**

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*How Do You Measure Success?*



**QUANTITATIVE  
ANALYSIS**

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How Will You Measure Success?

Cliff Goals  
("All or Nothing")  
vs.  
Graduated Goals  
("Sliding Scale")

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How Will You Measure Success?

Cliff Goals  
("All or Nothing")

"To have an average processing time of one hour per order for the calendar year as of December 31st."

42

**How Will You Measure Success?**

**Graduated Goals ("Sliding Scale")**

<u>Actual Avg. Order Processing Time</u>	<u>Success Rate</u>
60 minutes maximum	100%
> 60 minutes but < 63 minutes	95%
≥ 63 minutes but < 66 minutes	90%
≥ 66 minutes	0%

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**How Will You Measure Success?**

**Graduated Goals ("Sliding Scale")**

<u>Actual Avg. Order Processing Time</u>	<u>Success Rate</u>
< 57 minutes	110%
≥ 57 minutes but < 60 minutes	100%
≥ 60 minutes but < 63 minutes	95%
≥ 63 minutes but < 66 minutes	90%
≥ 66 minutes	0%

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**How Do You Measure Success?**

**Scrap?**

45

**How Do You Measure Success?**

**Cost Benefit Analysis**

$$\frac{\text{Value of Benefits}}{\text{Cost}}$$

46

**How Do You Measure Success?**

**Scrap?**

**What is the cost of scrap?**

**What is the value of a 1% reduction?**

**How much did any new equipment cost?**

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**How Do You Measure Success?**

**Scrap?**

**What is the value of a 1% reduction?**

**\$1,000.00/month**

**How much did any new equipment cost?**

**\$8,000.00 one time cost**

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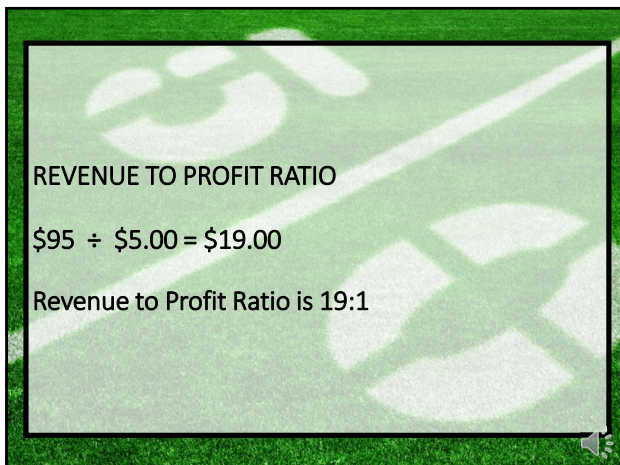
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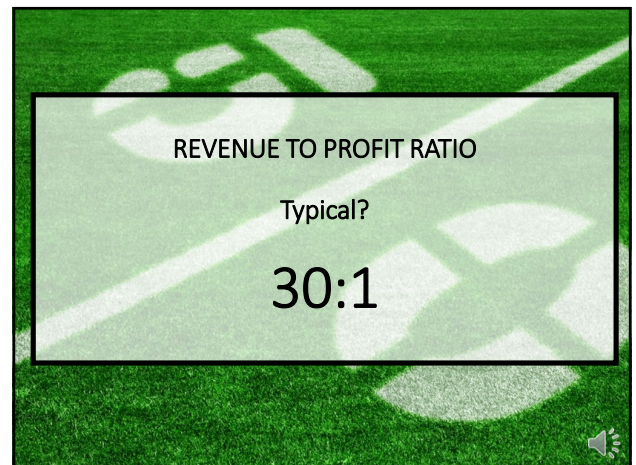
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***Columbus Firefighter Marc Cain***

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***Columbus Battalion Chief Dwayne White  
Removed from position for “compromising”  
the Cain Investigation***

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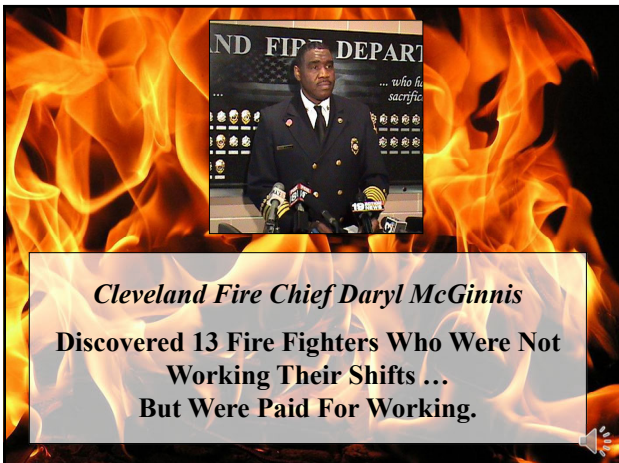


***Columbus Battalion Chief Gerald Birkhimer  
Also Had Affair &  
Retaliated Against “Snitches”***

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***Cleveland Fire Chief Daryl McGinnis  
Discovered 13 Fire Fighters Who Were Not  
Working Their Shifts ...  
But Were Paid For Working.***

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***Cleveland Fire Chief Daryl McGinnis  
Terminated For Not Maintaining  
His Certification***

66



*Cleveland Fire Chief Daryl McGinnis*  
**8 Fire Fighters Disciplined for Urinating  
On the Chief's Photo.**

67



The IAFC is spending thousands of  
dollars trying to ...  
“Improve the Image of the  
Fire Service.”

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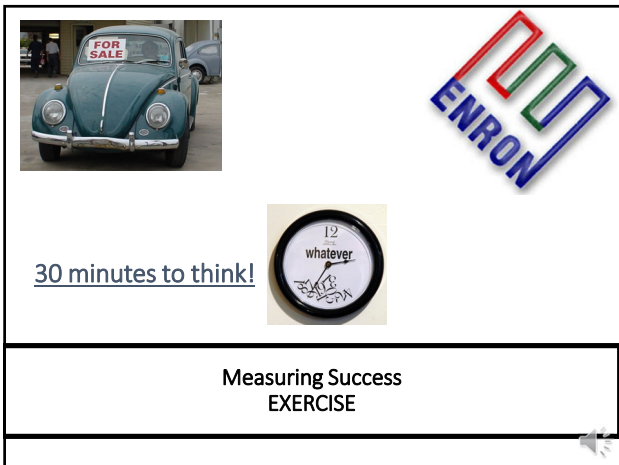
*How Would You Qualitatively Rate The  
“Public Image” Of VTFD?*

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Measuring Success  
EXERCISE

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30 minutes to think!

Measuring Success  
EXERCISE

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Measuring Success  
EXERCISE REVIEW

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DEVELOPING YOUR STRATEGIC PLAN:  
WHAT NEEDS TO BE CONSIDERED?

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**GOAL SETTING/PLANNING PROCESS**

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7. Evaluate and Continue and/or Correct

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**SWOT Analysis**

S = Internal strengths  
W = Internal weaknesses  
O = External opportunities  
T = External threats

75

S = Internal strengths  
W = Internal weaknesses  
O = External opportunities  
T = External threats



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S = Internal strengths  
W = Internal weaknesses



Machinery?  
Location?  
Building?  
Technology?  
Capital?  
Shareholder Demands?  
Scrap?

77

O = External opportunities  
T = External threats




Competition?  
Image?  
Suppliers?  
Vendors?  
Economy?  
Weather?  
Laws or Regulations?

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## SWOT EXERCISE



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30 minutes to think!

SWOT EXERCISE

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## SWOT EXERCISE Review

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### GOAL SETTING/PLANNING PROCESS

1. Set Goals
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**Determine What Activities Will Be Needed**



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### GOAL SETTING/PLANNING PROCESS

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4. **Identify What Resources Will Be Needed (What are the Obstacles?)**
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**Identify What Resources Will Be Needed**

- Money?
- Talent?
- Time?
- Equipment?
- Technical?



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**Obstacles, Resources & Activities EXERCISE**

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30 minutes to think!



**Obstacles, Resources & Activities EXERCISE**

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**Obstacles, Resources & Activities EXERCISE Review**

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**GOAL SETTING/PLANNING PROCESS**

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**Control Measures**

- Strategic Control Point Systems
- Warning Control Systems
- Continuous Control Systems

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**Control Measures**

Strategic Control Point Systems

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**Control Measures**

Warning Control Systems

92

**Control Measures**

Continuous Control Systems

93

**Control Measures**

Strategic Control Point Systems  
Warning Control Systems  
Continuous Control Systems

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**Control Measures EXERCISE**



95

30 minutes to think!

**Control Measures EXERCISE**

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**Control Measures  
EXERCISE  
Review**

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**GOAL SETTING/PLANNING PROCESS**

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6. **Implement Plan**
7. *Evaluate and Continue and/or Correct*

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**Implement Your Plan**

**Short Term Objectives**

**Long Term Objectives**

**Gaining Support**

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**Your Implementation Plan**

- **What steps are necessary to implement this plan?**
- **Who will you communicate this plan to?**
- **How will you communicate this plan?**

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**GOAL SETTING/PLANNING PROCESS**

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**EVALUATING  
YOUR  
STRATEGIC PLAN'S  
SUCCESS**

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**Evaluate Progress from Control Measures**

**Assess Strategies:  
Internal Strengths and Weaknesses**

**Assess Strategies:  
External Opportunities and Threats**

**Continue and/or Correct**

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**FINAL  
CORPORATE STRATEGY,  
VISION  
& MISSION STATEMENT  
EXERCISE**

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**The Law Offices of  
Dewey, Cheatem,  
& Howe**

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**The Law Offices of  
Dewey, Cheatem,  
& Howe**

**Define Values, Develop Vision  
&  
Draft Mission Statement  
EXERCISE**

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**The Law Offices of  
Dewey, Cheatem,  
& Howe**

5 minutes to think!

**Define Values, Develop Vision & Draft Mission Statement  
EXERCISE**

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**The Law Offices of  
Dewey, Cheatem,  
& Howe**

**Define Values, Develop Vision  
&  
Draft Mission Statement  
EXERCISE REVIEW**

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# FINAL GOAL SETTING & PLANNING EXERCISE

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**Dewey, Cheatem & Howe Law Firm  
Wants To Increase Profits by  
\$100,000.00  
in the next calendar year.**

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### GOAL SETTING/PLANNING PROCESS


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### GOAL SETTING/PLANNING PROCESS

1. **Set Goals**  **30 minutes to think!**
2. SWOT Analysis
3. Determine What Activities Will Be Needed
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**HRCI Program ID: 662587**  
 Title: DEVELOPING YOUR CORPORATE STRATEGY, MISSION & VISION  
 Start Date: 3/11/2024  
 End Date: 12/31/2024  
 Recertification Credit Hours Awarded:  
**6 Specified Credit Hours: Business**



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**SHRM Activity ID: 24-M4TTA**

Title: DEVELOPING YOUR CORPORATE STRATEGY, MISSION & VISION

Start Date: 3/11/2024  
End Date: 12/31/2024

PDCs: 6



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A promotional banner for Scott Warrick's books. At the top is a cartoon character with a brain and glasses, labeled "Scott 'The Brain Guy'". Below are four book covers: "SOLVE EMPLOYEE PROBLEMS Before They Start", "HEALING THE HUMAN BRAIN", "LIVING THE FIVE SKILLS OF TOLERANCE", and "TOLERANCE DIVERSITY FOR WHITE GUYS OTHER HUMAN BEINGS". Below the books is the website "www.scottwarrick.com" with an Amazon logo. A red banner says "FREE Lunch &amp; Learn Videos Are Posted!" with a link to "https://scottwarrick.com/living-the-five-skills-of-tolerance/". The website "www.ScottWarrick.com" is at the bottom.

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For more information and further assistance, please contact ...  
Scott Warrick's Human Resource Consulting & Employment Law Services  
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Scott Warrick's Employment Law Services.  
scott@scottwarrick.com

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