



Planning for 2025 – Setting Your Business Up for Success

As the year winds down, many businesses are looking forward to a fresh start and new opportunities in 2025. Effective planning is essential for a productive and successful year, and this process involves more than just setting goals. It's about aligning strategic, operational, and performance planning with financial cycles and business objectives to create a clear path forward. Here's how to structure your planning process for 2025, and how Marie Tovio Consulting can support you at every level.

The Importance of Strategy Before Structure, Policies, and Procedures

Successful organisations know that strategy must come first. A well-defined strategy provides the “why” behind every organisational choice, ensuring that decisions about structure, policies, and procedures support the overarching goals. Some business leaders might hate the thought of having to develop a strategy, or feel that previous years have been fine, if not great, without one. However, by focusing on strategic planning first, businesses can set a clear direction, align resources effectively, and build a strong foundation for achieving long-term objectives. When a business is small, it's much easier for everyone to understand the goals and what the business is all about. Yet, as the business grows, and you have a larger team or more strings to your bow, it's more likely that without a strategy some lack of

clarity, or even confusion, will creep in. On many occasions I've met with leadership teams and even boards who have assumed everyone knows the goals and what the business is all about, but once we start checking, we find that isn't the case at all.

Starting with strategy allows leadership teams to articulate their vision and goals, identify the priorities for the coming year (at least), and make informed decisions about the structures and processes needed to achieve them. At an operational level, having clear plans makes every-day decision making much easier and quicker.

Marie Tovia Consulting can help facilitate strategic or operational planning workshops, providing boards, management teams, and staff with the space to collaboratively shape their vision for 2025.

Strategic Planning – Defining the Vision and Goals

Strategic planning establishes the big-picture direction of your business or organisation. This planning process clarifies your long-term goals, competitive positioning, and the key initiatives needed to drive success. A clear strategic plan supports high performance by giving teams a shared understanding of what the organisation is working toward and why it matters.

In strategic planning workshops, Marie Tovia Consulting can work with your leadership team or board to:

- Define or refine the organisation's vision and mission for 2025 and beyond.
- Identify strategic goals that align with market conditions, competitive pressures, and future growth opportunities.

- Develop key HR policies, initiatives and performance indicators to track progress and measure success.
- Assist with a communication plan, to involve and inform the wider team.

A workshop provides a collaborative environment for decision-makers to discuss and align on priorities, set the direction, and prepare for any changes needed to support the strategy.

Operational Planning – Turning Strategy into Action

Once the strategic direction is clear, operational planning focuses on translating this vision into concrete, actionable plans.

Operational plans outline the specific tasks, projects, and processes that teams need to execute to achieve strategic goals. Operational planning aligns closely with budgeting, capability and other resource allocation, ensuring that all planning supports the required actions. This stage is also where you'll address the structures and systems needed to deliver on the strategy.

Marie Tovia Consulting offers workshops for management and staff to work through operational plans together, fostering alignment across teams and ensuring everyone understands their role in achieving organisational goals. These sessions can also help in setting realistic timeframes, assigning responsibilities, and identifying potential obstacles to success.

Performance Planning – Supporting Individual and Team Accountability

Performance planning is the next step, connecting organisational goals to individual and team performance expectations. Clear performance plans define what “good performance” looks like in the context of your strategy, ensuring that every employee understands their contributions to broader goals.

Effective performance planning:

- Enhances clarity for employees, providing guidance on what they need to achieve, and the standards expected.
- Supports high performance by fostering a culture of accountability and engagement.
- Aligns with HR processes like performance reviews, succession planning, training needs, and development opportunities, making sure these are in sync with the organisation’s strategic objectives.

Marie Tovia Consulting can help by facilitating workshops or consultations on performance planning, as well as providing tools such as Extended DISC assessments to build insights into individual and team working styles. These assessments enable teams to work more effectively by improving communication and collaboration—both critical for achieving performance targets.

Aligning Planning with Financial Cycles and Business Cycles

Strategic, operational, and performance plans need to align with, and feed into, financial and other business cycles to ensure resource availability and operational continuity. Planning early for

2025 allows organisations to coordinate budgets, financial resources, and workforce planning. This alignment ensures:

- Financial plans can accommodate new initiatives and operational needs.
- Recruitment and staffing are planned in advance, with hiring schedules that meet demand cycles.
- Training budgets align with identified performance needs, enabling staff development at key times.

Marie Tovia Consulting can support clients in integrating these cycles by helping to map out financial planning in relation to strategic priorities and ensuring resource alignment with business goals.

Supporting Team Engagement and High Performance with Clear Planning

When strategic, operational, and performance planning are aligned, organisations can create a culture of clarity and purpose. Teams perform at their best when they understand the goals, know how their work contributes, and have a clear roadmap of what's expected. This clarity also helps with accountability, enabling management to track progress and make adjustments when needed.

To support the achievement of these plans, Marie Tovia Consulting offers a range of services, including:

- **Strategic and Operational Planning Workshops:** Facilitation for boards, managers, and staff to collaboratively develop plans and align on 2025 priorities.

- **Workplace Culture Workshops:** Establishing a strong, positive culture that supports strategic goals and fosters employee engagement.
- **Extended DISC Assessments:** Understanding individual and team behavioural styles to improve communication and teamwork, crucial for high performance and goal achievement.
- **Policy/Procedure Review and Development:** Ensuring that policies and procedures are compliant with legislation, cover what is needed, are easy to use, and support the strategy.

By working with Marie Tovia Consulting, businesses can ensure they are prepared for the challenges and opportunities of 2025, equipped with clear, actionable plans at every level of the organisation.

Planning for Success in 2025

The new year offers a fresh start, and effective planning is key to making the most of it.

By starting with strategy, aligning every level of planning and your systems, policies and procedures, you can create a focused, high-performing workplace that's ready to achieve its goals in 2025. Let Marie Tovia Consulting guide you through the planning process and support your HR practices to ensure your teams start the year with purpose, clarity, and confidence.

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