



# Prepare for a successful 2021

As you prepare for a successful 2021, data and evaluation plans can help guide you to meet your goals. The ability to understand and diagnose the evolving climate and its impact on your brand or company and will improve the long-term success of your business. Where do you start? Simple. 3 easy steps: **study, listen and adapt.**

**Study.** Take a look at 2020's metrics. There may have been significant barriers that impacted your overall success, but what highs did you have? Is what was important to you two months ago still important today and into the future? What are your short, medium, and long-term outcomes including the resources or inputs needed to be successful in 2021?

Study your competition. If you haven't, now is a great time to create a competition list. Figure out who your main competitors are and what they have as strengths and weaknesses. Did they do something to help them sustain their organization through the year? If so, what methods did they use? Is it possible for your organization to do the same? Understand that your competition in the past pre-pandemic environment may not be the same competition now because many businesses have changed. The economic landscape has changed.

**Listen.** Now that you studied your data and your competition, listen to what your consumers and employees have to say. Conducting a gap analysis of your organization and evaluating your people is key. What are systems that can be enhanced and what barriers do you think they faced throughout the year? By listening to your employees, you enhance work ethic and morale. Also, what do your consumers think about your services throughout the year? Did your service and support meet their needs? Their feedback can make your quality of delivery even better.

# 3 steps

for a successful 2021

## 1

### Study

Study your metrics. What are your short, medium, long term goals?

Study your competition. What are they doing that you should be doing?

## 2

### Listen

Listen to your staff and your consumers by conducting a gap analysis of your organization.

Listen to the feedback and enhance your workflow and services.

## 3

### Adapt

Adapt to the data and equip your organization with the proper armor and frameworks.

Create a strategic plan.

**Adapt.** With data found by studying and listening, find methods to adapt your service, support, and resources for 2021. Using the feedback and recommendations equip your organization with the proper armor and frameworks to tackle whatever may come and with the proper contingency or scenario planning, you will be prepared for whatever comes your way. By understanding metrics, and aligning your objectives to your overall impact, you can withstand the trials and tribulations that come your way. A coordinated and detailed plan for what needs to be done (by whom and when) from executive leadership to the front line includes assumptions and contingency plans.

A strategic plan makes it possible to imagine multiple future considerations in creative ways that heighten your ability to anticipate and adapt to what happens in the years ahead. Strategic mapping helps us figure out how to think about the future. It includes scenario planning and workflow mapping so we understand workflows in greater depth and detail than in the past. Through this process, we can identify processes and critical junctures in decision-making, and establish contingency planning.

With these three simple steps, you can enter the new year with confidence. Situations are constantly changing, so developing a framework to withstand these changes is crucial. What's even more important is continuing to evaluate and measure your outputs and outcomes throughout the year using data.

**To begin planning for success in 2021, contact Dr. Ben Kohl today at [bkohl@themarkusa.com](mailto:bkohl@themarkusa.com).**