

Business strategy action plan.

S.M.E.A.C. STYLE!

S = Situation
M = Mission
E = Execution
A = Administration + Logistics
C = Command + Communications



Situation

01. **Overview of the situation:**
What is the challenge or opportunity?
Why is this important right now?

Facts: What do we already know?
Probability: What is likely to happen if we don't address the situation?

Mission

02. **Outcome to be achieved:**
State the mission objective.
Set measurable goals and milestones to aim for along the way.

Execution

03. **Plan of action:**
What are the types of actions and tactics required to execute the strategy and achieve goals.
Set priorities and order of execution.

Admin + Logistics

04. **Essential resources, skills and equipment:**
Who are the key personnel and teams - internal and external?
What resources, assets and equipment are needed to execute the tactics?

Command + Comms

05. **Chain of command and comms:**
Who is responsible for delivery of the strategy and tactics?
Who do teams or individuals report to on progress or problems?
How often and via what means of communication?

What the SMEAC?

Originating in the military and used widely in emergency services across the globe, the SMEAC framework has been converting strategies into action for generations. Give it a go on your next business strategy. Find out more: www.studioalto.com/life-and-death-strategy

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