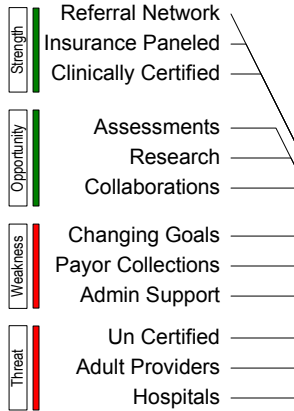
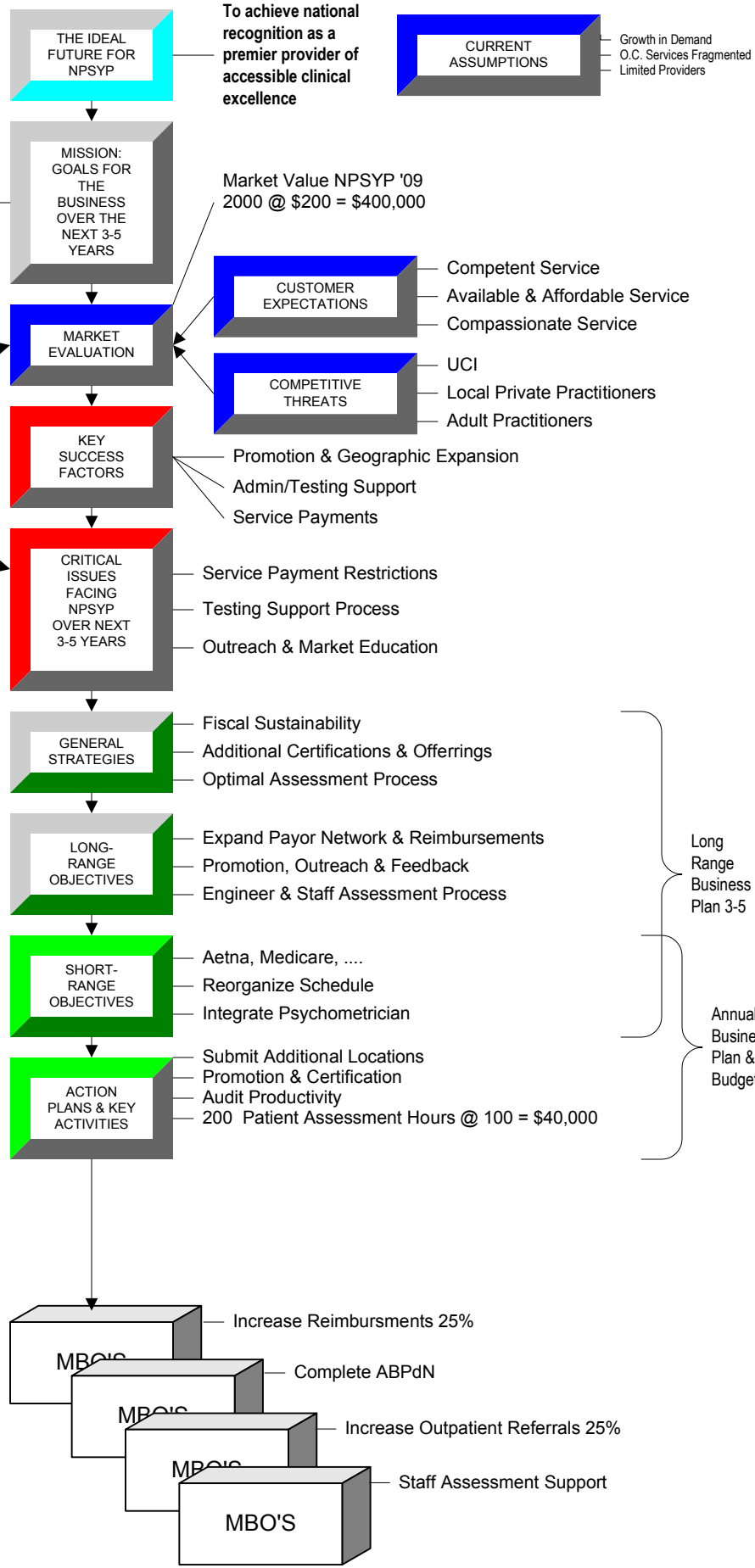
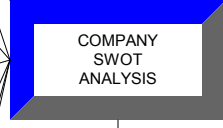


MARKET-DRIVEN STRATEGIC PLANNING PROCESS

Pediatric Neuropsychology



To improve the lives of children by providing sustainable, affordable and accessible clinical excellence of the highest measurable standard



DEFINITION OF TERMS

IDEAL FUTURE: It is the vision for an organization. It is about creating an ideal preferred future with a grand purpose of greatness. It should stimulate economic, personal and customer growth.

MISSION: Addresses the scope and direction of the organization's activities. It should include the organization's 3-5 year goals. It should be understandable and memorable to all employees. It should come from the mind.

SWOT: Process to identify major strengths, weaknesses, opportunities and threats. It is the basis for identifying critical issues for an organization.

COMPETITIVE ADVANTAGE: Feature or competence of the organization that can not be readily copied by its competitors and could lead to market leadership. Usually involves an organization's strengths.

KEY SUCCESS FACTORS: What makes the difference between success and failure at market leadership in this business.

CRITICAL ISSUES: Major issues to be resolved to avoid lost revenues/profits or missed opportunities. They are few in number, high in priority and of strategic importance.

STRATEGY: A long term plan of action to achieve a particular goal. Strategy is differentiated from tactics or immediate actions with resources at hand by its nature of being extensively premeditated, and often practically rehearsed. Strategies are used to make the problem easier to understand and solve.