



STRATEGIC OPERATING PLANS

The Paterson Process™ Developing a Strategic Operating Plan That Works

In today's business environment it is critically important companies large and small have a clear perspective of their present situation and where they want to go. Over a fifty-year career working with some of the most recognized companies and government leaders, internationally acclaimed business consultant Tom Paterson developed a strategic operating planning process unmatched in its simplicity and focus.

Over a span of two decades Tom Paterson's friendship with renowned business management theorist Peter Drucker resulted in the creation of the tools and constructs used in the Paterson Process. The collaboration enabled Paterson to develop process frameworks around Drucker's innovative management concepts. Near the end of his life, Drucker hailed Tom Paterson as the greatest living process thinker in the world.

Tom Paterson's work has touched many of the most recognizable names in American business and worked with the founders of those companies in their early development. Company and business icons like Walt and Roy Disney, J.W. Marriot Sr., Burton Baskin of Baskin Robbins, Este Lauder, and GM's Saturn Motor Division. He was the primary inventor of the ATM, the first small video camera, and the digital CD & DVD.

The Paterson Process™ is a strategic planning method Tom used with Fortune 500 companies and nonprofit organizations over more than four decades. It is a tool-chest designed to help organizations gain perspective, develop a core plan, craft a structure, manage the plan, and build in a process for renewal. Tom has used his strategic planning process with thousands of companies worldwide, large and small, transforming many small companies into multimillion dollar organizations and creating thousands of jobs. His process simply works and is noted by management leadership teams as a "new way of managing."

What distinguishes The Paterson Process™ from other strategic planning methods is its behavioral nature enabling people to manage the business as a whole, not as a collection of parts. Global competitiveness in today's environment requires managing the enterprise system-wide, as a whole. It is systematic and logical – each step making the next step possible. Every management module is an application of business system management principles. The development of the process frameworks lead to a *Breakthrough Formula* – the power to create innovation and breakthrough.

When completed, The Paterson Process™ includes a playbook and the "Plan on a Page" allowing team members to review and monitor plan progress. The end result is a powerful, state-of-the-art Strategic Operating Plan – straight forward, with room for expansion, which has helped companies and institutions in the U.S. and abroad achieves a pattern of profitable, consistent growth.

The Paterson Process is focused on helping leaders *plan, control, and execute*. This process has pioneered a radically different approach to managing a business. It is problem independent – the principles can be applied to any kind of managerial problem solving.



We Help Leaders Win

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