



Critel Frameworks and Worksheets give you the building blocks you can use going forward.

We work closely with you in a collaborative way to understand your values, your goals and vision, and then help you build the plan. We guide you through our vast series of tried and true Critel tools and worksheets as you develop your strategic plan your way with the help you need creating a plan you will “own” and have the confidence it will drive the results you want.

Our style of educating and coaching over the planning process is what provides the added value our clients enjoy as they learn how critical thinking makes them focus on what’s important and how to get results.



Who We Are

About Us

Critel works closely with our clients to understand their strengths and challenges. We specialize in pinpointing areas that need focused attention leading to a congruent approach from knowledge to strategy to execution to measurable results

Contact Us

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Senior Consultant:

Gary Cerantola, P.Eng., MBA, ACCUD with 30+ years of business experience in management, consulting, strategic planning, facilitation and business teaching at university and college levels and in industrial settings.



CRITEL PROFESSIONAL SERVICES

www.critel.ca

Wasaga Beach, Ontario



**Do you want a Strategic Plan?
Or do you want a set of
strategic choices that you’ve
invested in that will affect
meaningful change and
produce the results you need?**

CRITEL PROFESSIONAL SERVICES

STRATEGIC PLAN: Our strategic plan service includes, educating, training and coaching you through the Critel “tried and true” planning process



Critel Strategic Planning Process

Where are we now?

- Environmental Scan – internal/external
- Background/Historical Information
- Situational Analysis
- SWOT: Strengths, Weaknesses, Opportunities, Threats
- Critical Success Factors
- Significant Issues
- Barriers analysis
- Competitive Assessment

Where do we want to be?

- Vision & Mission
- Focus Areas
- Core Values /Guiding Principles
- Major Goals
- Specific Objectives

How do we get there?

- Strategy
- Planned outcomes and deliverables
- Targets & Standards of Performance
- Initiatives & Projects
- Action Plans

How will we know when we are there?

- Performance Management
- Review Progress – Balanced Scorecard
- Continuous Improvement; Plan/Do/Check/Act
- Constituent, Employee and Stakeholder Feedback

How we do it

We provide insights on knowing who you are as an organization and what will work for you, your business and your customers.

We create a plan that enables your people passion and suits your business personality. That makes it doable.

We provide you with insights on how to evaluate your market and your constituents.

We identify the critical success factors in your market and for your service business.

We show you how to rank the issues you are facing within your business and how to set your priorities

We get to the specifics and show you how to develop a Vision, Mission, Goals, Objectives and Measurable Tactics

We show you how to develop a simple strategy canvas so you can make your offerings unique in the footprint you are working in

We show you how to create a critical few set of measurements to guide success and growth in your business. “What gets measured gets done”

We have the process, templates and forms to make planning easy and repeatable.