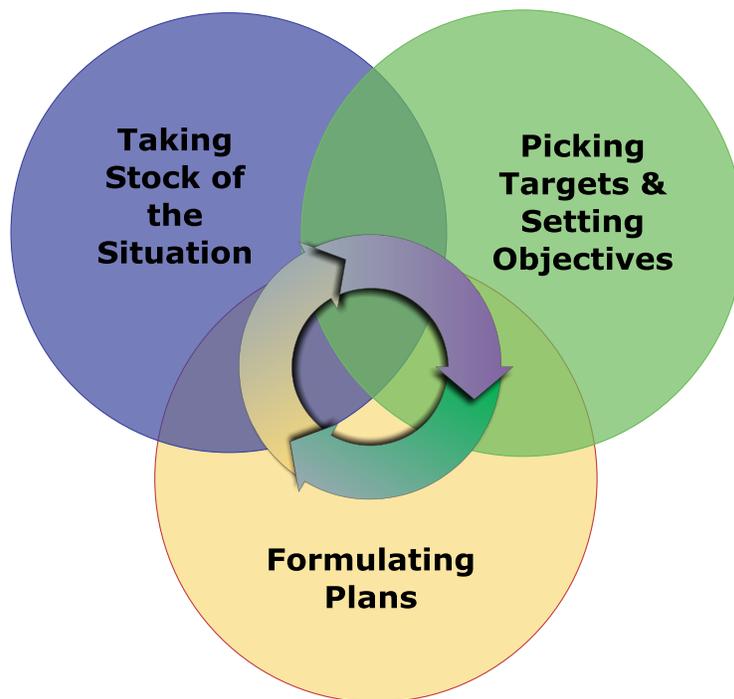


# Tools for Knowledge Workers

## STP Model



Far too many writers make strategic planning unduly complex. Little wonder, then, that many people shy away from it. At the same time, I don't mean to suggest that strategic planning is a "no-brainer." It's not. The diagram above depicts the basic elements of the STP model (Situation, Targets, Plans). The model figures prominently in a piece titled "Strategic Planning for the Strategically Impaired." It provides a down-to-earth, easily implemented way of developing a strategic plan. As many have pointed out over the years, the value isn't in the plan, it's in the process of planning. For more about "Strategic Planning for the Strategically Impaired," click [here](#).

