## MANAGEMENT GROUP MEETING COMPANY NAME AB

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| **Datum:** |  |
| **Meeting leader:** |  |
| **Participant:** | |
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**📌 Agenda for today's meeting:**

1. Quick follow-up of the previous meeting
2. Status of strategic goals
3. Discussion and decision
4. Priorities for the next meeting
5. Summary & conclusion

## 1. Strategic goals – Status and discussion

*How are we doing in relation to our strategic goals?*

In this section, we review our strategic goals based on the five perspectives:  
📌 **Market** - Environmental monitoring and our offer  
📌 **Sale** – All marketing communications and sales activities  
📌 **Operation** – Delivery, processes and efficiency  
📌 **Employees** - The team's competence and well-being  
📌 **Economy** – Financial sustainability and growth

### **📌 Market - Environmental monitoring and our offer**

*How do we compare to the competition? How is our offer perceived? Are there new trends we need to act on?*

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| **Goal area** | **Current status** | **Challenges/Opportunities** | **Decision & Next steps** | **Responsible** |
| Competitive analysis | We have a good position but increased competition | New player has taken market share | Conduct customer research | Lisa P. |
| Our offer | Strong reliability but price pressure | Need for differentiation | Try the premium version of the product | Johan L. |
| Global trends | Increased demand for sustainability | Needs clearer sustainability communication | Update marketing | Marketing team |

✍ *Reflection question:*How can we strengthen our position and ensure that our offer is relevant and competitive?

### **📌 Sales – Marketing communication and sales activities**

*How effective are our sales channels? Are we getting the right impact in our communication? Are we converting leads into business?*

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| **Goal area** | **Current status** | **Challenges/Opportunities** | **Decision & Next steps** | **Responsible** |
| Digital marketing | Great engagement on social media | Low conversion from campaigns | Adjust CTAs and landing pages | Emma R. |
| Sales process | Stable but long cycles | Hard to get quick finishes | Test pilot projects with shorter onboarding | Sales manager |
| Leadshantering | Lots of incoming leads | Weak qualification of leads | Implement new CRM filter | IT/Sales team |

✍ *Reflection question:*How can we improve our communication to drive more business and strengthen our sales?

### **📌 Operations – Delivery, processes and efficiency**

*How efficiently do we deliver our services/products? Are there bottlenecks in our processes?*

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| **Goal area** | **Current status** | **Challenges/Opportunities** | **Decision & Next steps** | **Responsible** |
| Production/delivery | Stable but slow | Delivery delays affect customer satisfaction | Introduce faster internal logistics | Production manager |
| Processoptimering | Standardized but complex | Difficult to scale up efficiently | Automate key processes | Operations Team |
| Customer service | Good support but high pressure | Resource shortage at peaks | Implement AI chatbot | Support manager |

✍ *Reflection question:*What processes can be improved to increase efficiency and customer satisfaction?

### **📌 Employees – The team's competence and well-being**

*Do we have the right people in the right place? Is the team motivated and committed?*

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| **Goal area** | **Current status** | **Challenges/Opportunities** | **Decision & Next steps** | **Responsible** |
| Recruitment | Lack of skills in certain roles | Difficult to find the right profiles | Start new recruitment program | HR |
| Employee satisfaction | High but uneven load | Risk of burnout | Redistribute workload | Management |
| Competence development | Good but not structured | Lack of clear career paths | Create training plan | HR/Heads of Department |

✍ *Reflection question:*How can we ensure that our employees thrive and develop within the company?

### **📌 Economy – Financial sustainability and growth**

*Are we on the right track financially? Do we have the right profitability and growth?*

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| **Goal area** | **Current status** | **Challenges/Opportunities** | **Decision & Next steps** | **Responsible** |
| Income | Stable but dependent on few customers | Risk in case of customer loss | Diversify the customer base | CFO |
| Cost effectiveness | OK but some high items | Rising purchase prices | Negotiate supplier agreements | Department of Economics |
| Cash flow | Positive but weak | Too slow invoicing | Automate the invoicing process | Economy |

✍ *Reflection question:*How do we ensure long-term economic sustainability and growth?

## 2. Forward view and priorities

**What are the most important actions for the next meeting?**✓ Distribution of tasks and responsibilities  
✓ Timeframes and checkpoints  
✓ Risks and opportunities

✍ *Tips:* An effective management team doesn't just look at the current situation – it ensures that the right conditions are created for future success.

**🔹 Highest priority for the next meeting:**

1. **Task 1**
2. **Task 2**
3. **Task 3**

## 3. Summary and conclusion

**What are the three most important insights from today's meeting?**✓ Quick review of decisions and action points  
✓ Reflection: What worked well? What can be improved?

✍ *Reflection question:* How do we ensure that our strategic goals become reality and not just ambitions?

## 4. Next meeting

**Set the time and date for the next meeting:**

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| 📅 **Date: :** |  |
| 🕒 **Time:** |  |
| 📍 **Location / Digital link:** |  |

✍ *Reflection question:* Is there anything we need to prepare for the next meeting?

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