




# Wireless Technology Forum Case Study

 Chamber of Commerce

 Atlanta, Georgia

## The Challenge

As the only association dedicated to the fast-paced and rapidly evolving wireless and mobile industry, the Wireless Technology Forum is a platform for industry professionals to learn about the business of emerging wireless and mobile technologies. It sought to develop a strategic plan, clarify its direction for the future and ensure that all staff and board members shared in the responsibility in the execution of the plan.

## Action Taken

Wireless Technology Forum signed up for StrategyFrog's software platform and services to support its strategic planning and implementation efforts. StrategyFrog's software supported the Wireless Technology Forum by helping the organization to:

- Analyze the competition
- Conduct a SWOT analysis
- Develop vision, mission and values
- Create four key goal areas with more than 20 key strategic objectives and numerous supporting tasks
- Gain a framework for implementation and automatic follow up

StrategyFrog's *consulting services* included:

- **JumpStart Onboarding** to provide rapid setup and configuration of the software platform.
- **Software Training** to educate all users on how to leverage the software platform.
- **Leadership alignment workshops** to identify key priorities, define a future state, and to build a roadmap for the journey forward with goals, responsibilities, accountabilities and timelines.



- **Onsite facilitation** to support the design, development and implementation of the company’s strategic plan.
- **Quarterly strategic reviews** held to ensure that plans were on track, its leaders were focused, and its staff were aligned.

## Results

While Wireless Technology Forum has earned membership growth year over year, it has also brought its leadership team and key staff closer together. All stakeholders are united with a common vision, mission, core values and a three-year strategic plan that establishes a framework for the future.

“Great software! StrategyFrog keeps us on track and everyone on the same page. Incredibly useful. Wish I had been using it ten years ago!”

Steve Bachman, Founder  
Wireless Technology Forum

## About Us

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StrategyFrog helps organizations develop and implement strategy. Our easy to use Software as a Service (SaaS) helps clients gain impactful and meaningful outcomes. StrategyFrog – better plans, better results.

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