Why Are We Here Today?
Do We Really Know What’s Most Important?
Should We Begin with the END in Mind?
(Stephen Covey)

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WHAT IS STRATEGIC PLANNING ANYWAY?

- BusinessDictionary.com defines it as:
  “A systematic process of envisioning a desired future (vision), & translating this vision into broadly defined goals & objectives, and a sequence of steps to achieve them.”
- Begins with the desired end & works backward to the current status.
- Likened to an architectural blueprint or roadmap for a lengthy journey.
OBJECTIVES OF A STRATEGIC PLANNING PROCESS

- Establish/Confirm Mission Statement
- Create a Vision for the Future
- Insure Alignment with Mission/Vision
- Assess Internal/External Environments
Identify Key Strategic Issues
Develop Strategies to Deal with Issues
Develop Implementation Plans
Determine Measures for Success
BENEFITS OF A DEFINED PLANNING PROCESS

• Clarifies vision & purpose
  • If you don’t know where you are going, any road will get you there.

• Leads to a more self-directed organization

• Provides focus for action plans

• Provides benchmarks for tracking progress

• Leads to more accountability and successful outcomes
ELEMENTS OF A TYPICAL STRATEGIC PLAN

- Mission
- Vision
- Values/Guiding Principles
- Strategies
- Goals and objectives
DEFINITION OF KEY PLANNING TERMS

- **MISSION** – The purpose of the organization; the reason the organization exists.

- **VISION** – The best that can be which the organization is committed to creating; the “preferred future”.

- **SCENARIO** – Alternative description of the future environment of the organization; a “plausible future”.

- **STRATEGY** – The plan for achieving the vision.

- **OBJECTIVES** – Milestones established to measure the successful implementation of strategies.
MORE PLANNING DEFINITIONS

- **GOALS** – Ends that one strives to achieve.
- **TACTICS** – Any skillful methods to gain an end.
- **MILESTONES** – Significant events indicating progress.
- **AUDACIOUS GOALS** – Clear, compelling and measurable desired future outcomes (3-5 years out); a unifying focal point of effort and a catalyst for action.
- **RADICAL CHANGE** – A very real, fundamental difference; a breakthrough.