

RCOC STRATEGIC PLANNING PROCESS

Why Are We Here Today?

Do We Really Know What's Most Important?

Should We Begin with the END in Mind?

(Stephen Covey)

Presented at the RCOC Board of Directors' Retreat
February 6, 2016
by Bob Costello

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

STRATEGIC PLANNING OBJECTIVES (cont'd)

- 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.