Practical Strategic Planning: How to Initiate a Strategic Plan in Your Department, Organization and Your Life

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Welcome and Introductions
Workshop Overview

- Provide Overview of Strategic Planning
- Discuss Components of Strategic Planning
- Share Basic Principles of Developing Strategic Plans
- Have FUN!
Overview of Strategic Planning

What is Strategic Planning?

“Plans are nothing, planning is everything”

Dwight D. Eisenhower
Overview of Strategic Planning

Strategic Planning
a road map to lead an organization from where it is now to where it would like to be in five or ten years.
Overview of Strategic Planning

Why is Strategic Planning Important?
Overview of Strategic Planning

Why is Strategic Planning Important?

1. Bring clarity and agreement on mission and vision
2. Help people and organizations prepare for the future
3. Improve the decision-making processes
4. Promote effective stewardship
5. Provide an opportunity to recommit to the cause
Components of Strategic Planning

Mission
defines the fundamental purpose of an organization, succinctly describing why it exists and what it does to achieve its Vision.
Components of Strategic Planning

Vision
desired or intended future state of an organization terms of its fundamental objective and/or strategic direction.
Components of Strategic Planning

Values

core beliefs that are shared among the stakeholders of an organization.
Components of Strategic Planning

SWOT Analysis

a strategic planning technique to assess the internal and external environment in which an organization operates.
Components of Strategic Planning

Goal

purpose toward which an endeavor is directed. The result or achievement toward which effort is directed.

Objective

has a similar definition but is supposed to be a clear and measurable target.
Components of Strategic Planning

Goals vs. Objectives

- goals are general, objectives are specific.

- goals are intangible, objectives are tangible.
Developing Strategic Plans

1. Plan Logistics
   
   I. Timeframe
   II. Participants
   III. Structure
Developing Strategic Plans

2. Create or Review Mission
   ▪ Why does department exist?
   ▪ Who is our customer?

3. Create or Review Vision
   ▪ What do we dream of becoming?

“Vision without action is a dream.
Action without vision is simply passing the time.
Action with Vision is making a positive difference.”

Joel Barker
Developing Strategic Plans

4. Conduct SWOT Analysis

Strengths
- What is department’s strongest asset?

Weaknesses
- What can be improved?

Opportunities
- What external factors present interesting opportunities?

Threats
- What is the competition doing that we are not?
Developing Strategic Plans

5. Set Goals
   1. Identify
   2. Set
   3. Accomplish
Developing Strategic Plans

Putting it All Together

1. Plan Logistics
2. Create or Review Mission
3. Create or Review Vision
4. Conduct SWOT Analysis
5. Set Goals and Objectives
6. Take Action