

Strategic Planning Process:

One way to chart a course for action is to look for incremental steps that can be taken to make progress. With the vision in mind, strategic planning involves identifying building blocks to be assembled one at a time that lead to short term wins and long-term gains.

Phase One: Get the Picture

- Gather information about current strategies, goals, and operations
- Identify organizational strengths
- Uncover untapped potential and opportunities
- Value and recognize positive qualities
- Engage & collaborate with team to leverage existing knowledge, skills & abilities

Phase Two: Learn From Mistakes

- Experiment with or explore new ideas
- Identify what doesn't work
- Analyze duplicate, unproductive or ineffective goals or activities

Phase Three: Research

- Client research
- Market research

Phase Four: Build an Action Plan

- Set priorities
- Establish measures of success
- Outline key initiatives, project plans, & reporting mechanisms

Phase Five: Communicate

- Develop a communication plan (meetings, key messages, etc.)
- Prepare strategic plan materials to support message delivery
- Deliver messages and assess responses

Phase Five: Review, Reprioritize, Renew

- Review plan on a quarterly basis to ensure effectiveness

