

# STRATEGIC PLANNING

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# STRATEGIC PLANNING

## OXYMORON

Discussion

Agreement

Clarity



# STRATEGIC PLANNING

- A process of defining its direction.
- Allocation of resources
- Making decisions



# Answer the Questions

- What do we do?
- For whom do we do it?
- How is it accomplished?



# Flexible Plans

- One year
- 3 to 5 years
- Or longer



# Determine

- For what do we STAND?
- What do we want to ACCOMPLISH?
- How will we ACHIEVE IT?



# Mission

- Defines the purpose of the organization
- Why do we exist?
- Has implied Goals?
- Objectives for achieving goals?
- Strategies for achieving objectives?



# Vision

- Defines the desired direction.
  - Self-perception
  - Long-Term Planning





# Vision

Tells why it is important to achieve the Mission.



# Values

- Beliefs that the membership share, drive the priorities and culture.



# STRATEGIC PLANNING

- Should be
  - SIMPLE
  - WRITTEN
  - CLEAR
  - CURRENT
  - ACHIEVABLE



# STRATEGIC PLANNING

- Should also be
  - MEASURABLE
  - GOAL ORIENTED
  - EMPHASIZE OBJECTIVES
  - FINITE



# STRATEGIC PLANNING ACTION PLAN

- After agreed on goals and objectives:
  - Who will do it?
  - What will be done?
  - When will it be done?



# ASSESSMENT

- MONTHLY
- QUARTERLY
- ANNUALLY



# PART II PLANNING

- Planning is necessary:
  1. Provides direction
  2. Gives perspective



# PART II PLANNING

- Planning facilitates:
  1. Involvement of stakeholders
  2. Communication
  3. Coordination





# PART II

## PLANNING WORKSHOP

1. Where are we now?
  - Discuss the current situation
2. How do we get there?
  - Discuss future plans



## PART II

# PLANNING WORKSHOP

3. Where are we going?

- Discuss the direction

4. Where should we be going?

- Discuss desired direction

5. How will we get there?

- Discuss ARD Strategic Plan? - ?



# Steps in Planning

- Organizing
- Establish a structure
- Group involvement
- Setting objectives
- Nature of objectives
- Basis for objectives



# Steps in Planning

- Establishing priorities
  - Based on needs
  - Opportunities
  - Interrelationship
  - Design Activities



THANK YOU

Thanks for your participation!

