

# Strategic Planning

*All Planning is Strategic*

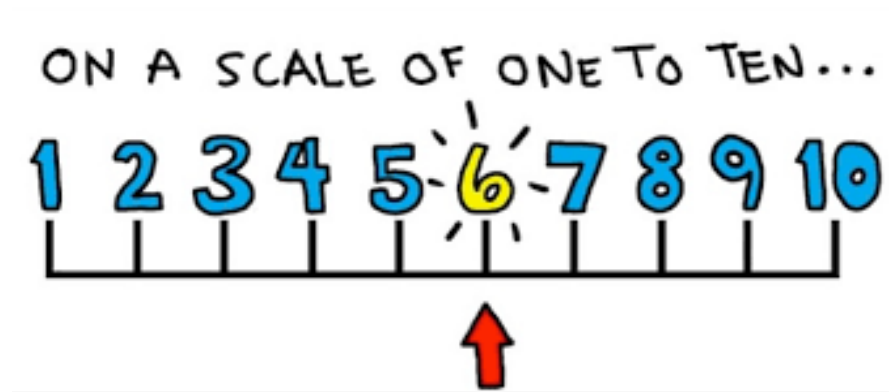
# Step One—Create a Picture of the Ideal

- ❑ Regardless of what you intend to do (plan), the process begins by creating a vision for what you want to accomplish.
- ❑ Respond to the question, if this project, program, special activity, and/or event were to be 100% successful, what would the result look like? Imagine.
- ❑ Dream. Engage the input of others.
- ❑ Share your vision with others.



# Step Two--Assessment

- ❑ Take a long look at what you have done in the past
- ❑ On a scale from 1-10, how does your reality compare to your ideal (profile)?





# Step Four—Prioritize

Of all the deficiencies you listed in Step 3, prioritize the issues in terms of their importance

WHEN YOU  
PRIORITIZE,  
ALL THE  
IMPORTANT STUFF  
GETS DONE.

# Step 5--Plan

- ❑ Plan everything!
- ❑ Start with small projects
- ❑ Long-term strategic planning needs to occur in smaller increments. It's hard to keep up with technology.
- ❑ Every plan is critical, regardless of its size. Plan everything!



# Step Six--Organize

- ❑ Begin pulling together teams to support each of your planning initiatives.
- ❑ These will include administrative personnel, staff, and volunteers.



# Step 7--Launch





# Step 8 – Evaluate/Assess

