

Strategic Planning Process

GROUNDWORK

- Define purpose of plan.
- Select core planning team.
- Define workgroups.
- Establish schedule and roles.
- Gather internal data.

RESEARCH

- Conduct internal surveys.
- Conduct external analysis.
- Establish categories (board, outreach, programs,) for strategic goals.

PLAN

- Conduct off-site retreat.
- Review and refine mission statement.
- Perform SWOT Analysis
- Establish goals.
- Determine tactics and tasks.

PRESENT

- Present key findings.
- Challenge, discuss, refine goals and data.
- Write full plan with responsibilities, timetables, and budgets.

ADOPT

- Accept full written plan.
- Communicate plan to everyone.
- Implement plan.
- Monitor and report on progress.
- Adjust components as necessary.