## STEPS FOR CREATING STRATEGIC PLANS

## STEPS FOR IMPLEMENTING STRATEGIC PLANS

Assess the PRESENT STATE of the organization (S-W-O-T)

Analyze needs/wants of STAKEHOLDERS and CUSTOMERS

Describe the DESIRED STATE of the organization

Specify the PURPOSE or MISSION of the desired state

Identify the VALUES by which the desired state functions

Imagine and describe the VISION of the completed desired state

Identify the GOALS (2-5 years) required to create the vision from the present state

Cluster the goals into STRATEGIC DIRECTIONS that can be used to guide and coordinate different parts of the organization

Specify the OBJECTIVES (24 months) and ACTION PLANS (9-12 months) that will move the organization toward the goals

Estimate the TIME FRAMES (start-stop dates) that will be required to achieve the objectives and goals

Budget the FINANCIAL RESOURCES that will be required to achieve the objectives and goals

**Document the STRATEGIC PLAN in writing** 

DISTRIBUTE and DESCRIBE the strategic plan to all stakeholders

Assure that every leader explains and clarifies the STRATEGIC DIRECTIONS, GOALS, and OBJECTIVES

SEARCH for DIFFERENT PERSPECTIVES and FEEDBACK; ADJUST PLANS as required

REALITY CHECK objectives, estimated time frames and budgets with those who will implement

Align POLICIES and PROCEDURES with strategic plan mission and goals

Help people identify possible OBSTACLES and IMPEDIMENTS

Create specific ACTION PLANS to handle the obstacles/impediments and move toward achieving objectives

Put action steps in CHART form to easily see steps and timing

Set times for MEETINGS to MONITOR CHART and MAKE NECESSARY ADJUSTMENTS to achieve goals on schedule

FREQUENTLY REPEAT how action steps CONNECT with a direct LINE-OF-SIGHT to GOALS

ANSWER QUESTIONS and CLARIFY EVERYONE'S ROLE

Regularly MEASURE PROGRESS; REVISE PLANS or REALLOCATE RESOURCES as necessary