

What is a Strategic Plan?

A Strategic Plan is a Road Map that takes you from where you are today to where you want to be in the future.

Action Steps are everything that goes into the trip: what vehicle to take, who to take with you, when you are going to leave, and how to fund the trip.

VISION
Dream Destination

MEASURE THE PROGRESS
Return on Investment
Key Performance Indicators



Action Steps



Dream Destination

INTEGRATE THE PLAN
Budget Plans



Completing SMART Objectives along the way will accomplish your Goals and get you closer to your Dream Destination.

COMMUNICATE YOUR PLAN
Outreach Strategic Map



GAS STATIONS

Successes - Celebrate!
Lessons Learned
Map the next 90 Days



Objectives



Strategies are the Route you take - you'll choose the best Route based on information such as construction, or weather.

Strategies



RECALIBRATE GPS: ANNUALLY
Review full Plan, reaffirm Mission and Vision
Create new GPS



Your Priorities are your Steering Wheel - they will take you in the right direction every time.

Priorities



Goals are major milestones along the way. Mile Markers along your Road on the way to your Dream Destination.

Goals



Values are the Compass by which you make decisions.

Values



The Mission is the purpose, the reason you exist. Since it doesn't change over time, think of your Mission as your Guiding Star, where you can always look for guidance.

Mission



CURRENT LOCATION