



Strategic Planning Process

Purpose & Contents

- This document is designed to walk leaders through the strategic planning process
- Each tool is provided to develop a key component of the strategic plan document
- The contents include
 - Definition of key terms in the Strategic Planning Template
 - Tools to develop Strategic Initiatives and Objectives to support them
 - Instructions to Complete the Strategic Planning Template
 - Sample Strategic Plan

Definition of Key Terms

	Strategic Goal	Business Processes	Strategic Initiative
Definition	Goals that address broad strategic issues defined by the leadership.	Core business functional area that contributes the organizes overall success.	Department specific, high level items that address goals.
Examples	• Grow Revenue • Improve Customer Satisfaction	• Field marketing • Customer engagement	• Increase Retail Market Share • Measure Customer Satisfaction

Defining Terms

	Objectives & Action Plan	Milestones	Metrics/ KPIs/ Performance Analytics
Definition	Focused action items that meet a defined initiative.	High level timeline for deliverables needed to accomplish objectives and action plans.	Measurable results that are directly tied to the objectives and action plan.
Examples	• Launch retail marketing campaign • Implement a customer satisfaction measurement tool	• Retail campaign timeline agreed upon - Q1 • Customer Satisfaction tool selected - Q2	• Revenue Growth of X% YOY • Customer Satisfaction baseline of X% established

Instructions for the Development of Strategic Initiatives and Supporting Objectives

The following section is a strategic plan toolkit that will assist leaders in designing, prioritizing, and planning objectives and action plans that address each Strategic Initiative.

For each Strategic Initiative, add one slide for each of its objectives. Carefully work through each objective to identify metrics and needed resources. Finally, prioritize objectives, summarize financial resources required, and provide a high-level implementation timeline.

For example, you might include the following slides for each Strategic Initiative:

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- Strategic Initiative #1:
 - Objective #1:
 - Objective #2:
 - Objective #3
 - Prioritization of Objectives Related to that Strategic Initiative
 - Financial Summary of Objectives Related to that Strategic Initiative
 - Implementation Timeline for Objectives Related to that Strategic Initiative



Strategic Initiative #X: *Name*

Strategic Plan Design Template

Strategic Initiative #X: Title

Objective #X: Title

Description

Resources Required

Facilities:

Equipment:

Information Technology:

Staff/Training:

Marketing/Communications:

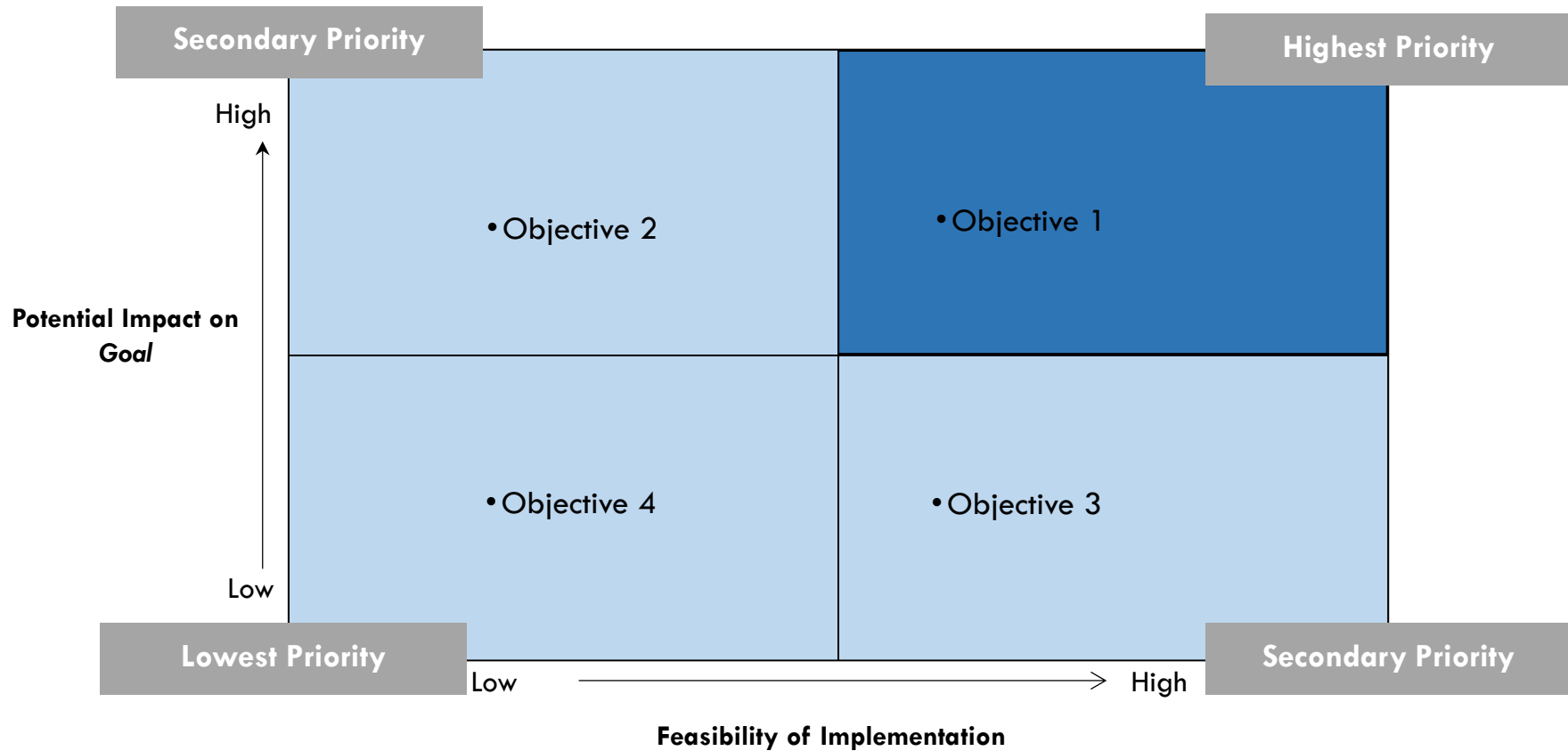
Additional Departments Involved:

Expected Cost:

Initiative Progress Measures		Targets
Outcomes Metrics		
Process Metrics		

Objectives for Strategic Initiative

Prioritization of Objectives by Potential Impact and Feasibility



Financial Summary

Investment Required for Objectives to *Strategic Initiative*

	Objective 1	2	3	4	5	6	7	8	Goal Investment
Capital Investment									
Facilities									
Equipment									
Information Technology									
Subtotal									
Operating Investment									
Staff									
Training / Development									
Marketing and Communication									
Administrative Costs									
Subtotal									
Objective Investment									

Implementation Timeline

Objectives related to *Strategic Initiative*

Objective	Q1	Q2	Q3	Q4	2018
Objective #1					
Objective #2					
Objective #3					
Objective #4					
Objective #5					
Objective #6					
Objective #7					
Objective #8					
Objective #9					
Objective #10					

Next Steps

- Utilizing the tools on the previous slides will prepare leaders to complete the 2017 Strategic Plan. The Strategic Plan is essentially an executive summary of the information put together during this process.
- Fill in the 2017 Strategic Planning Template
 - On Page 1, input Business Processes, Correlating Strategic Initiatives, and Objectives and Action Plans
 - On Page 2, add Milestones (from the implementation timeline on slide 10)
 - On page 3, add Metrics/KPIs/Performance Analytics (from the work completed on each Objective using the template on slide 7)