

## ● **FastTrack**

### PROCESS OUTLINE FOR STRATEGIC PLANNING

*Meet with all internal stakeholders in 1-2-1 session. This will enable the organization to identify some key issues that are impacting performance, growth, and execution.*

#### **Development of Core Organizational Mission and Values Statements:**

- Identify the values you believe are shared by most members of your organization.
- Describe specific actions or attitudes you observe that support each value.
- What is the culture and purpose of your organization?

#### **Development of a Strategic Statement (Vision Statement):**

The Strategic Statement Is a verbal description of a desired or intended future situation.

- The Strategic Statement is dated to coincide with the end of the “Strategic Time Frame”
- The Strategic Statement is written in the present tense as if it were already true. It is an affirmation
- The Strategic Statement included descriptions of the nine strategic elements:
  - Products and Services Offered
  - Markets Served
  - Sales Method
  - Distribution Method
  - Technology
  - Sources
  - Capacity/Capability
  - Profit and Return
  - Growth

**Development of the Driving Force:** The Driving Force is the single strategic element which determines and drives the organizations strategy.

- Shapes the total strategic definition by dictating future products/services and future markets
- The central theme and focus of the organization
- The major determinant of strategic decisions and resource allocation priorities
- The organization can only have one driving force at any one point in time.
- The driving force can be changed as part of the strategic planning process update

 **FastTrack****PROCESS OUTLINE FOR STRATEGIC PLANNING** continued

**Major Objectives Determination:** In advance of meeting Strategic The Planning Committee completes the major outcomes template. Over the next 3 years what are your four to six major objectives? They are the most important things that must be done to move the organization to from its present situation to the future vision.

**Development of Action Plans and Key Results Areas:** Plans of action build behind each major objective that serves as the key tracking and reporting documents for periodic strategic planning process updates meetings to follow.

**Organizational Dashboard to Track Progress:** Development of key performance indicators that are meaningful to your organization that will track the performance of your strategic plan.