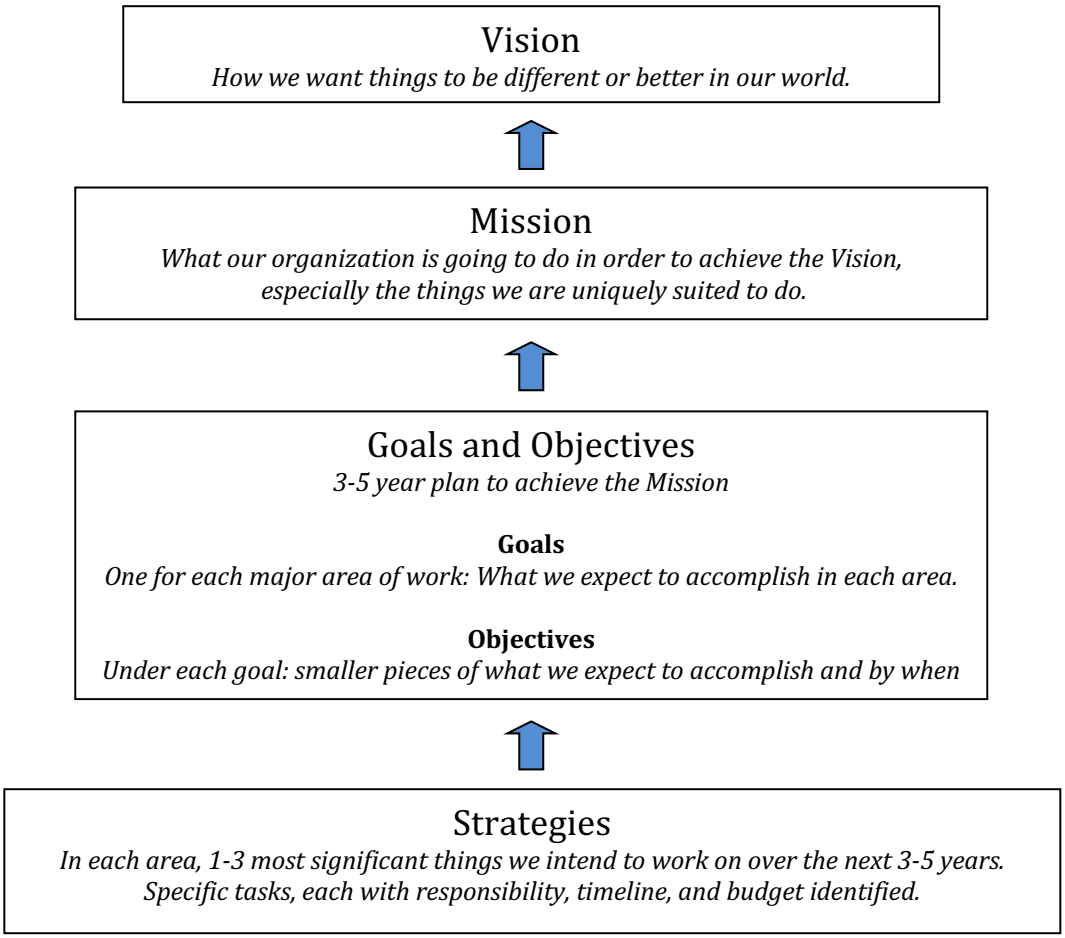
Good Group Handout
by Craig Freshley

# Strategic Planning Overview

## Plan Components




## Planning Process

1. Decide how the plan be used and what it will look like in terms of length and format
2. Decide the process for how will be developed
3. Assess the situation (strengths, weaknesses, opportunities, threats, and/or list of assumptions)
4. Establish Vision
5. Establish Mission, Goals, Objectives
6. Establish Strategies (or Actions)
   For each action,
   a. Timeline
   b. Lead Responsibility
   c. Resources Required
7. Assess and Adjust
   a. Plan for regular monitoring
   b. Plan for deliberate revision

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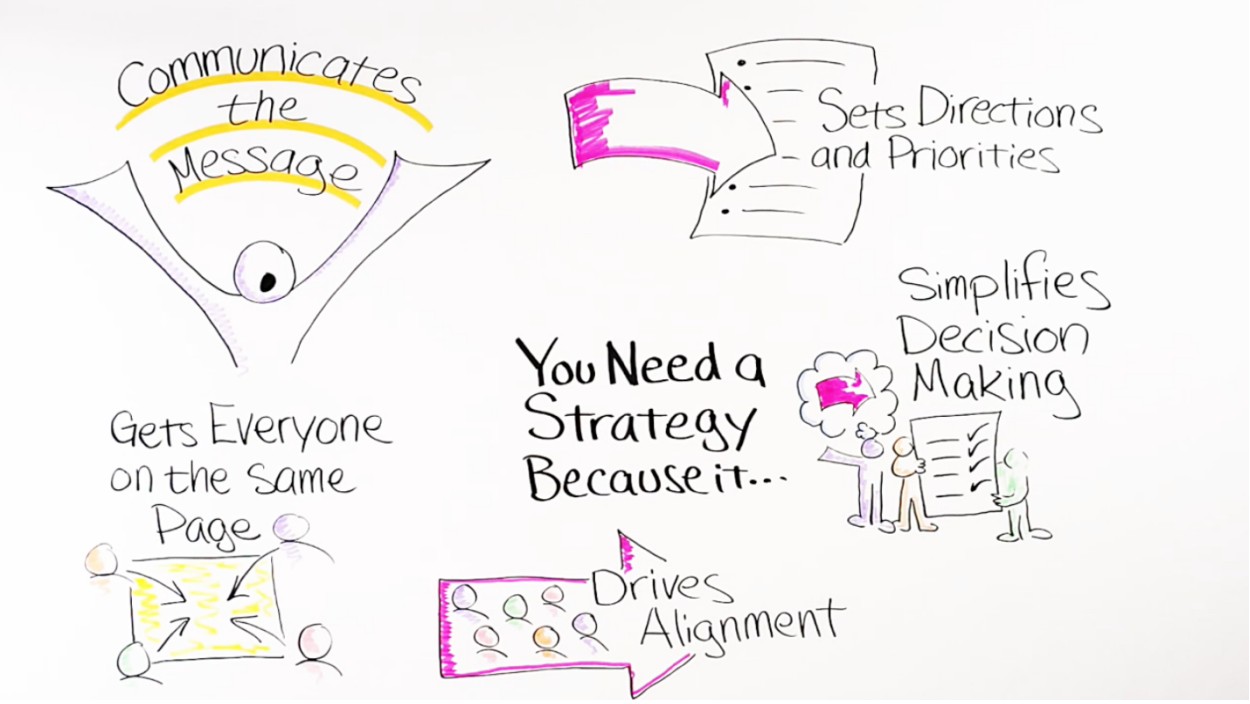
## How to Establish Mission, Goals, Objectives

1. Brainstorm: What we should do to help achieve the vision?
2. Organize all the things you want to do into categories
3. Prioritize things within each category. Drop the low priority items.
4. Convert "the things" to objectives and/or strategies
5. Draft a goal statement for each category – an umbrella statement that covers what you want to achieve
6. Draft a mission statement that briefly represents what you want to do

## Why Have a Plan (from Leadership Strategies)




## Resources

Why You Need a Strategy (video that explains the above graphic)
https://www.youtube.com/watch?v=6c5kI5rJyBo

Five Steps to Strategic Planning and other Resources from Leadership Strategies
https://www.leadstrat.com/blog/5-steps-to-strategic-planning-the-pathway-to-success/

Tips, Videos and Handouts about all aspects of group dynamics
http://www.GoodGroupDecisions.com

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