



### **TGBC Enabled Strategic Plan Development**

A strategic plan is essential for every organization. Developing the plan is a great way to start a conversation about your organization, where you are headed and how you are going to get there. It focuses and aligns your team on the essential activities that will drive your organization's success.

#### **Preparation:**

- Work with executive leadership to identify challenges and prepare stakeholder survey. Areas which are covered:
  - o Cultural Elements
    - Mission, Vision, Core Values, & Guiding Principles
  - o Strengths and Weaknesses
  - o Vision & Goals
    - Where do you see the organization in 1, 3 and 5 years?
    - What are the most important things for the organization to accomplish?
    - How can you enhance the value of your organization?
    - How can you engage with your customers to grow your brand and community?
- Survey construction:
  - o 1 year focused on prioritization of in-flight and planned activities
  - o 5 year questions are free form and aspirational
- Survey is completed by all stakeholders to obtain their views on priorities and the future of the organization.
- Replies are consolidated, organized and redistributed to stakeholders prior to the workshop.

#### **Facilitated Workshop:**

- 4 hour session at "comfortable" location.
- Input is reviewed and discussed.
- Strategic Goals (SMART) are defined and agreed for 1, 3 and 5 year horizon.
  - o Focus goals for next 90 days are highlighted and plans developed.

#### **Plan consolidation:**

- Initial plan document is drafted and distributed for comments.
- Follow up 90 minute session with leadership team to review and finalize.
- Final plan document is distributed for approval and acceptance.

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