

Strategic Planning Process

Strategic Planning is defined as the process by which the guiding members of an organization envision its future and develop the necessary procedures and operations to achieve that future.



“The essence of strategy is deciding what not to do.”

Michael E. Porter

8. Monitor Results and Make Improvements

- Conduct weekly or monthly self-review
- Conduct quarterly or biannual review
- Conduct annual review

7. Execute Action Plans

- Execute the action plans
- Assign accountability
- Acknowledge, recognize and celebrate

6. Develop Strategies, Objectives and Plans

- Formulate strategies and goals
- Develop annual objectives and plans
- Cascade goals throughout the organization
- Develop and integrate action plans
- Develop contingency plans

5. Compare Current to Envisioned Organization

- Assess organizational performance
- Analyze the gap

1. Plan the Planning Process

- Determine organization's readiness
- Obtain CEO commitment
- Identify planning team members
- Educate planning team
- Involve other stakeholders
- Set clear expectations

2. Define Shared Values and Mission

- Conduct a values scan
- Shape the organizational culture
- Formulate the organization's mission statement

3. Analyze the Current Organizational Profile

- Analyze the macro environment
- Analyze the industry environment
- Analyze the competitive environment
- Analyze the internal environment

4. Create an Inspiring Vision

- Envision the organization's future state
- Innovate strategic business model

