Strategic Planning and Implementation: Develop Strategic-Plan Awareness

Meet with several of your team members to explore the idea of a strategic plan. Strategic planning determines where an organization is going over a specified time period and how it’s going to get there. Typically, the process is organization-wide, or focused on a major function such as a division, department, or other major function. It begins with value, vision, and mission statements that serve as the focal point for the plan.

Ask each of your team members to arrive prepared by having done some research about strategic planning. If everyone is ready to share some information, the entire group will learn something from the others. You may wish to facilitate questions such as these:

- What are the key components of a strategic plan?
- How do the components relate?
- What process is generally used to develop a strategic plan?
- Who should be involved?
- What length of time does a typical strategic plan cover?

Share a copy of your organization’s strategic plan with everyone. Facilitate another round of questions about the plan:

- What are the key components?
- Does it include mission, vision, and values statements?
- Does it have a contingency or risk-mitigation plan?
- Does it document the goals, objectives, and strategies?
- Does it incorporate a communication plan?

Identify each of the main areas of the plan and then ask the following questions:

- How does the strategic plan relate to our department?
- How does the strategic plan relate to you and your work?
- What is our role in implementing the plan?
- How well are we doing? Where could we do better?
- What questions do you have about the plan?