



NECA
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Strategic Planning




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CONVENTION EDUCATION

This session is eligible for 1 Continuing Education Hour.

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Agenda

- Introduction
- Why Strategic Planning?
- Vision, Mission, and Values
- Situation Analysis
- Strategic Goal Setting
- Strategies and Initiatives
- Resource Allocation
- Implementation
- Monitoring and Measurement
- Questions




Strategic Plan (Video)

What is Strategic Planning?

BALANCED SCORECARD INSTITUTE




Introduction

Purpose: 1) **Determine Where the Organization Wants to Be**
2) **Gather Information and Develop Alternative Strategies**

- ✓ Vision
- ✓ Mission
- ✓ SWOT Analysis
- ✓ Goals
- ✓ Objectives



Why Strategic Planning?

Benefits of Strategic Planning: **Competitive Advantage**

- ✓ Helps you focus.
- ✓ Allows you to establish priorities.
- ✓ Allows you to measure what matters.
 - ✓ Fosters accountability.
 - ✓ Improves decision making.
 - ✓ Aligns goals.
- ✓ Considers long-term success.



Vision, Mission, and Values

Vision...Future We Want

Mission...Why We Exist


Core Values...What We Believe



Situation Analysis

- Impact of Internal Factors
- Impact of External Factors
- Creed, Organization, Finance, Training, Manpower & Logistics
- SWOT Analysis: (Strength, Weaknesses, Opportunities & Threats)
- STEEP Analysis: (Social, Technological, Economical, Environmental, & Political)



Strengths
Characteristics of the business or project that give it an advantage over others.

Weaknesses
Characteristics of the business that place the business or project at a disadvantage relative to others.

Opportunities
Elements in the environment that the business or project could exploit to its advantage.

Threats
Elements in the environment that could cause trouble for the business or project.

SWOT Analysis



Setting Strategic Goals



SMART

Specific
Measurable
Achievable
Relevant
Time-Oriented






Strategies and Initiatives

- Describe the strategies you will employ to achieve the goals: Work on self-discipline; develop an action plan, eliminate distractions, leverage daily and monthly targets, avoid procrastination, anticipate obstacles, manage your time effectively and hold yourself accountable.
- Highlight key initiatives and tactics under each strategy.
- Broad areas of work: creating a social media plan; raising brand awareness.

Resource Allocation

Budget
 Link to What is Important
 People
 Strategic Planning Committee
 Goal Champions



Implementation Plan

Monitoring and Measurement

To measure the effectiveness of the strategic plan, you must first define the criteria for evaluation. These standards or indicators will be used to assess the performance and results. Depending on your organization and context, you may use quantitative data such as revenue and customer satisfaction, qualitative data such as feedback and testimonials, process activities and tasks, or outcome results and impact. It is important to select criteria that is relevant and reliable for your organization and plan, and that align with your vision, mission, and goals.

Strategic Plan (Video)

7 Steps to Strategic Planning Process

Revive Group



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Complete the Online Evaluation

