









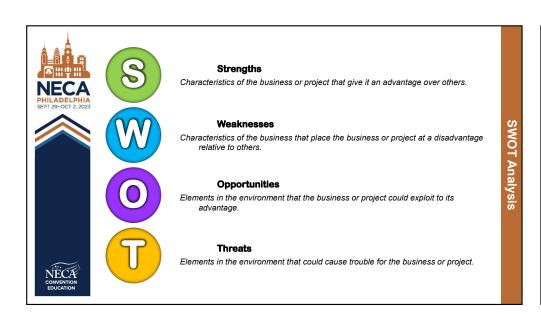


Situation Analysis

- 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)









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







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.









