

## FIVE-STEP PROCESS TO DEVELOP A STRATEGIC PLAN

1. Determine where you are: see yourself as you really are, not how you want to be.
2. Identify what is important: focus on where you want to go over time.
  - A. Set the direction of the enterprise over the long term
  - B. Clearly define the mission & vision of the organization.
  - C. From this analysis determine the priority issues
3. Define what you must achieve: define the expected objectives that clearly state what your organization must achieve to address the priority issues.
4. Determine who is accountable: the strategies, action plans, and budgets are all steps in the process that effectively communicates how you will allocate time, human capital, and money to address the priority issues and achieve the defined objectives.
5. Review. Review. Review: to ensure the plan performs as designed, you must hold regularly scheduled formal reviews of the process and refine as necessary.