




# Guide To Developing A Strategic Plan


## The Process

Describe why your organization exists  ✓ Write a Mission Statement

Describe what you hope for your organization & clients ✓ Write a Vision Statement

Write down the important values from which you want your organization to operate  ✓ Write a Value Statement


1 Establish Goals Related to the Mission 

Include resources needed to implement the strategies  2 Identify Strategies to Reach Each Goal

3 Establish Objectives Along the Way to Achieving Goals

4 Associate Responsibilities & Time Lines with Each Objective

5 Acknowledge Completion & Celebrate Success !!!

Track extent to which goals are being met and whether action plans are being implemented  Monitor & Update the Plan

"From small beginnings come great things."  
--Proverb

## Benefits

Define Organizational Goals & Objectives to:

Ensure Most Effective Use of Organizational Resources

Focus on Activities that will Maximize Profits

## Key Terms

GOALS: specific accomplishments to achieve a result.

STRATEGIES: methods or processes required to achieve a goal

OBJECTIVES: milestones along the way when implementing strategies toward achieving goals.

TASKS: activities required to implement the Plan.

RESOURCES: people, materials, technology, money, etc., required to implement strategies or processes.