

# THE STRATEGIC PLAN ROAD MAP

We think of strategic plans as a Road Map - a guide to your journey to the future. Your Road Map should answer four key questions: Where are we now? Where are we going? How are we going to get there? and How will we know if we are successful? Starting at your Current Location, you can be strategic as you plan for your journey to your Vision. What route will you take? What type of transportation do you need? What if there is an accident on the way? Where will you stop to spend the night? Who will be going with you?

## VISION

This is your Dream Destination on the Road Map-a forward looking statement. Answers: Where are We Going? Concise and jargon free, the Vision incorporates all the Priorities, and gives an inspirational image of the perfect future. The Vision should make you a little nervous - think of it like a 3-4 sentence marketing piece to describe your perfect outcome!

## Tagline

A marketing statement: 1- 3 sentences, memorable, captures the essence. Keep in mind: how do you use your tag line? Where do you use your tag line?

Dream Destination

## REST STOP



Every 90 days we recommend a Rest Stop on your Strategic Planning journey. This is a longer meeting (2 - 4 hours) that dives into the Action Plan for the last 90 days. You have a chance to report out on progress, celebrate the success stories, talk about lessons learned, and plan ahead for the next 90 days.

A major accomplishment or project in the organization that will have a significant and sustainable impact. Think of them like a Geo Cache in the Road Map. Objectives are an investment with dedicated resources (staff and money). They do not have to be physical or tangible - they can be cultural projects or passion projects. Should have definitive measurable quantifiable outcomes.

## SMART Objectives



## Action Plan



Answers: How Will We Get There? Can be completed within 90 days or less... and relates directly to the Vision, Mission, GPS, and Objectives. Think of the Action Plan as your Vehicle and all your detailed planning for your Road Trip. Action Plans create focus, accountability and forward momentum. Includes What? Who? By When? Resources? Measurement? Outcomes? Status?

## Strategies



Strategies answer how you will implement the Goals you have set and how you will accomplish the Objectives. Think of them as the Route you will take on the Road Map to get to your Dream Destination. Strategies last the life of a Goal, but can change based on unexpected opportunities or problems (construction, bad weather). Should be action based and reviewed and renewed each year.

## Priorities



Priorities are what is most important to you in the long term. They are the Steering Wheel on the Road Map: you'll drive down the road in the right direction. They cover the core issues faced by your agency, generally 3 - 6 areas, and have a definition attached to them.

Values are physical manifestations of how you do business. They are daily demonstrations of what is most important. Driven by the leadership, implemented and expanded at each department level. Values are the Compass on the Road Map - if you get off road they can orient you.

## Values



## Goals



Goals are the Mile Markers on the Road Map. They are longer term (3 -10 years) and bigger picture, are tied to the Vision and have a general time frame attached to them. They usually don't change unless the Priority changes. They should make you nervous and be a challenge!

GPS (Goals, Priorities and Strategies)  
The GPS on the Road Map is comprised of your Goals, Priorities and Strategies, which give you the ability to recalibrate when needed as you check in on your progress over time.

## GPS



## Mission



Answers: Why do we exist? What is our purpose? Usually organizationally based, not politically based ....it just is. Includes What you do, for whom you do it, and the benefits. It's the Guiding Star on the Road Map.



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CURRENT LOCATION