

THE ROAD MAP

We think of Strategic Plans as a Road Map.

The Road Map addresses 3 Key Questions: Where are We? Where are We Going? and How are We Going to Get There? Starting at your Current Location (knowing how you got here is useful) you can plan for the trip ahead to reach your Dream Destination: what route, how many miles, where you might want to stop, who will go with you, what kind of transportation you will need. These definitions are all based on that Road Map analogy!



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!

Dream Destination

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?

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.

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?

Objectives



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 emotional projects. Should have definitive measurable quantifiable outcomes. Objectives might be modified based on discussions or best practices, new information or budgets. SMART.

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.

Strategies



Strategies answer how we will implement the Goals we have set and how we will accomplish our 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.

Values



Values are physical manifestations of how we 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. 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.

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!

Mission



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



HELPING YOU FILL IN THE BLANKS

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CURRENT LOCATION