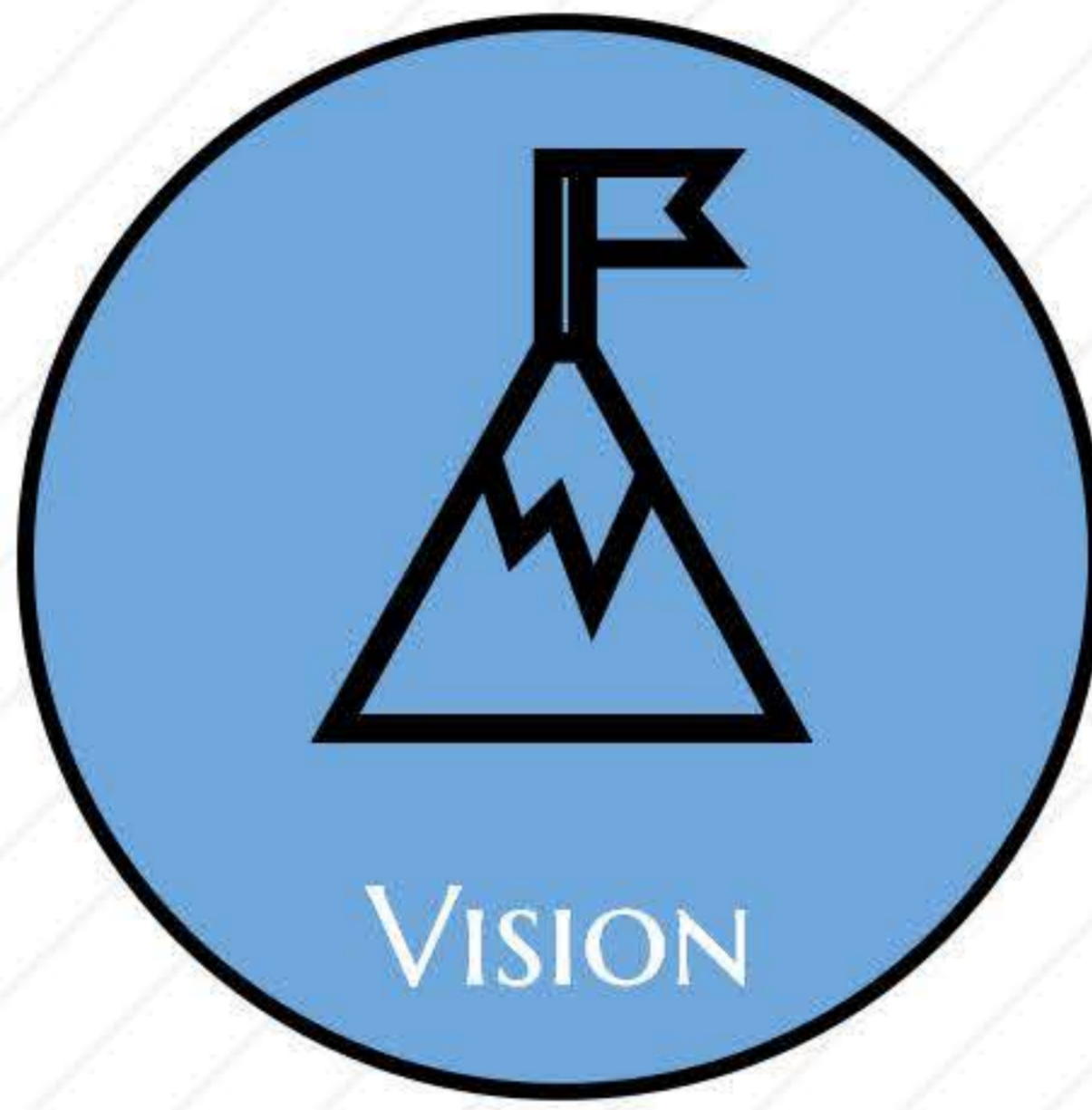


5 Question Approach to

STRATEGIC PLANNING

1 Who are we?



ESTABLISH YOUR ORGANIZATIONAL IDENTITY

2 Where are we now?

Environmental Scanning



ASSESS CURRENT INTERNAL & EXTERNAL ENVIRONMENTS

Situation Inventory



SWOT Analysis



3 Where do we want to go?



GOAL

- general end result

OBJECTIVE

- a specific and measurable target

FORMULATE GOALS & OBJECTIVES

4 How do we get there?



DEVELOP STRATEGIES & ACTION PLANS

5 How do we measure success?

PERFORMANCE INDICATORS

- ✓ Inputs
- ✓ Outputs
- ✓ Outcomes
- ✓ Efficiency
- ✓ Quality

DETERMINE PERFORMANCE INDICATORS