

Strategic Planning Process Worksheet

Elements of a Full Company Strategic Plan:

- Mission Statement --- Why we are in operation.
- Vision --- What we want to become. It fulfills the mission.
- Goals --- Broad statements of direction.
- Objectives --- What we wish to accomplish.
- Tactics --- Specific action steps to reach goals.

Pre-Work, Sections of the Plan Must Address These Areas:

Organizational Values

Strengths

Weaknesses

Opportunities

Threats

Priority Issues

Trend Analyses

Strategy Formulations

Finance

Collaborations, Partnering and Joint-Venturing

Human Resources

Resource Allocation

Followup Reviews, Measurement