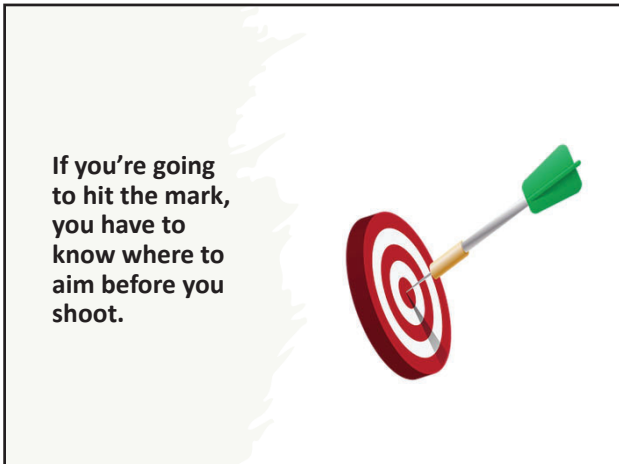




1



2



3

Strategic Planning

- Where do we want to go in terms of services provided?
- How does the changing environment affect us? What changes in our decisions or operations are indicated?
- What opportunities or threats exist that we should exploit or avoid? What weaknesses should be corrected?



4

Strategic Planning is..

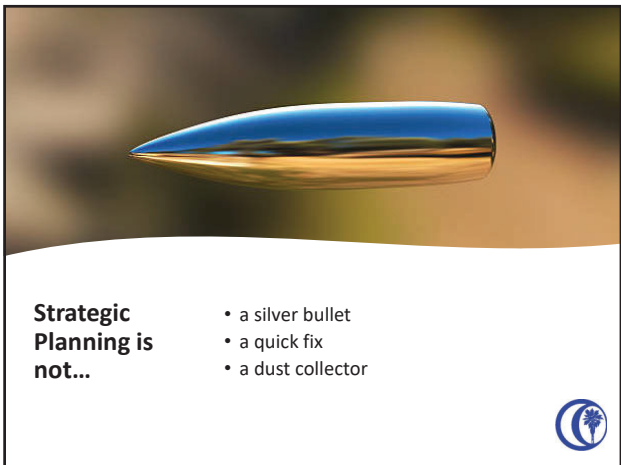
- a strategic leadership tool
- a mechanism to get the "right people to the table"
- a structured learning and decision-making process
- future and externally oriented
- an opportunity for an organization to proactively shape its future



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Strategic Planning is not...

- a silver bullet
- a quick fix
- a dust collector



6

Strategic Planning Models

- Community-wide effort
- Internal or organization driven
- Council retreat approach



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Strategic Planning Elements

- Stakeholder analysis
- SWOT analysis
- Vision
- Mission
- Values
- Strategic issues & goals
- Key measures



8

Vision development

- If you left your county today and did not return for five to ten years, what would you like to see?
- How would you like to hear people describe the county?



9



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Mission development


- In broad terms, what does the county exist to do?
- If the county government did not exist, what would be the consequences?



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Values development

What are the most important values that you feel should guide and describe how the county conducts its business?



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Any
Questions

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