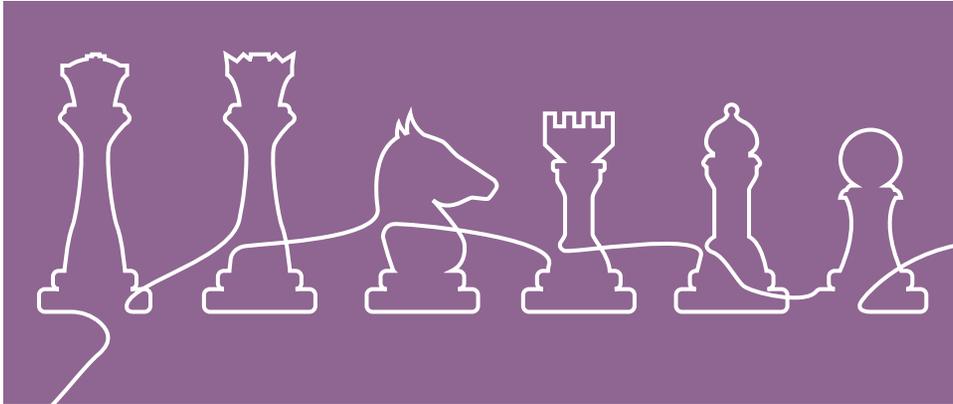


# Strategic Planning Overview



## TIME:

Focus less on the plan itself and more about thinking strategically

Get perspective on how you are doing (relative to the need and others)

## TO DO COLLECTIVE THINKING:

Creates buy-in and alignment across community and organization

## ABOUT KEY QUESTIONS:

- What problem are we trying to solve? Why does it exist? Why does it persist? What strategies are most effective in solving for this problem?
- What are others doing around this problem? Where are our strengths? Where are our challenges?
- What operational drivers matter the most? How are we doing? What are our pain points?
- What and how do we want to be different a year from now? Do we want to move in inches or miles?

## WHICH STARTS WITH CURIOSITY:

Curiosity and wanting to build a better mousetrap

## ENDS WITH CLARITY & MOMENTUM:

Clarity & momentum: the “best” end state is the one that helps you create intentional, strategic movement toward your vision