Strategic Planning: from idea to execution

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The Ohio State University Alumni Association
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The Plan for Tonight

Mission, Vision & Values and Their Connection to Customers

Strategic Plan vs. Operational Plan: What’s the Difference?

Planning Process Overview

Building Effective Systems: Structures, Functions & Processes

Questions & Answers
What is my society’s mission?

Does everyone know it?
How do we know when we are accomplishing our mission?
Mission Formula

What do you do? ______________________________________

For whom specifically? ______________________________________

To what end? ______________________________________
Mission

To inspire individuals and organizations to take action and to expedite their capacity to achieve extraordinary results.
Mission

What do we do? Inspire to take action & expedite capacity

For whom specifically? Individuals & Organizations

To what end? Achieve extraordinary results
Mission

Values

Vision

What you uniquely do...

What you want to accomplish

Products & Services (Value)

How you do it
Mission
 Values
 Vision

EXPECTATIONS NEEDS
How are we doing with…?

Articulating our Mission?
Describing our Vision?
Identifying our Values?
Knowing our Customers?
Defining our Value?
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Questions & Answers
## What the Difference?

<table>
<thead>
<tr>
<th></th>
<th>STRATEGIC PLAN</th>
<th>OPERATIONAL PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duration</strong></td>
<td>3-5 years</td>
<td>6 mos-1 year</td>
</tr>
<tr>
<td><strong>Detail</strong></td>
<td>High level goals and strategies</td>
<td>Specific action steps</td>
</tr>
<tr>
<td><strong>Focus</strong></td>
<td>Achieving the mission</td>
<td>Accomplishing the goals</td>
</tr>
<tr>
<td><strong>Measures</strong></td>
<td>Impact</td>
<td>Implementation &amp; Impact</td>
</tr>
</tbody>
</table>
A Template
### Implementation and Impact Monitoring

**Goal 1:**

<table>
<thead>
<tr>
<th>Strategy 1:</th>
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<tbody>
<tr>
<td>Intended Outcome:</td>
</tr>
<tr>
<td>Action Steps</td>
</tr>
<tr>
<td>Comments</td>
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**Strategy 2:**

<table>
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<th>Intended Outcome:</th>
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How do you use your Strategic Plan to guide your society?

How can you better use it?
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Questions & Answers
MEMBERS

NEEDS & EXPECTATIONS

STRUCTURE
How do we organize?

FUNCTIONS
Who does what?

PROCESSES
How we do it?
How do we measure it?
3 things I am going to do to strengthen my society are...

2 things I learned or confirmed over the last 1 ½ hours are...

1 question I still have is...