



G.P.S.

**Where are we? Where are we going?
How are we going to get there?**

Planning for the Future - today

Take a look at your Auxiliary:



- Do you have a Vision?
- Does everyone clearly understand the Vision
- What is your Mission?
- Does everyone clearly understand the goals for the your Auxiliary?
- What are the steps that will allow your Auxiliary to achieve those goals?

OR

- Does there seem to be a lack of focus as to where your Auxiliary is headed?

Questions continued:

- Is your current planning horizon longer than one year?
- Are you developing annual business/operating plans without a strategic plan in place? (Do you know where you're headed?)



Introduction



- Vision and Mission
- Look at the process of developing a Strategic Plan and who should be included
- What questions should you ask?
- How you pull it all together?
- How much time will it take?
- What do you do with the result?

Takeaways

- Understand the puzzle and pieces that make up a Strategic Planning Process
- Excitement and desire to begin your own Strategic Planning



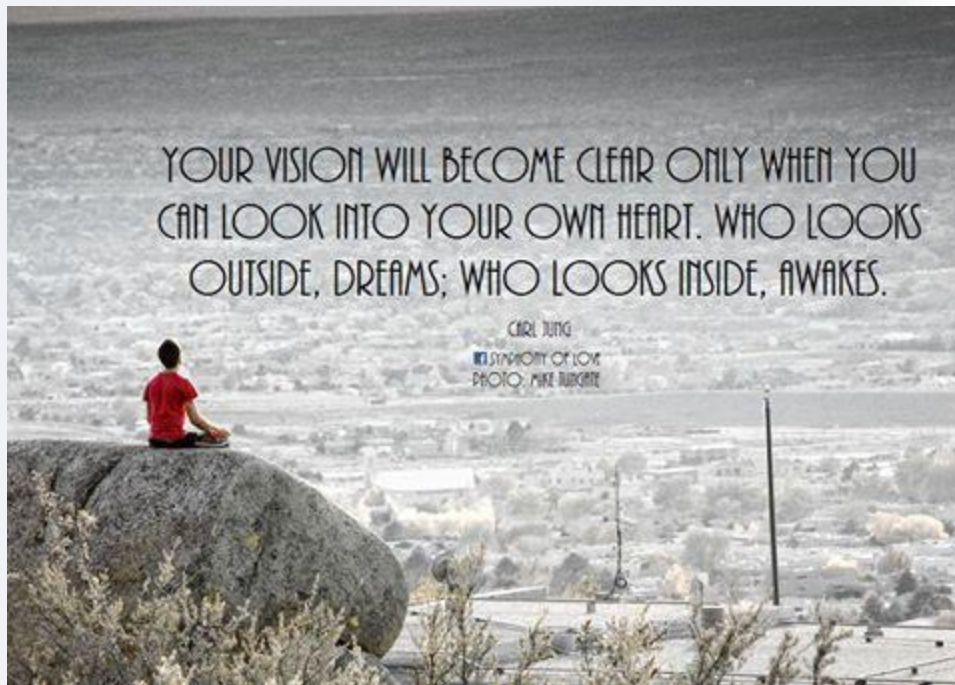
Vision: Owning Your Dream

- Vision - Your vision is your dream.



In general a Vision should be:

- Understood and shared by members of the Auxiliary
- Broad enough to include a diverse variety of perspectives



Vision should be:

- Inspiring and uplifting to everyone involved in your effort
- Easy to communicate - for example, they are generally short enough to fit on a T-shirt
- Examples:
 - *Excellent health and care for everyone, everywhere, every time*
 - *Safe Streets, safe Neighbourhoods*
 - *A World without War*



What is a Mission Statement?



- Mission statements are similar to Vision statements, in that they, too, look at the big picture.

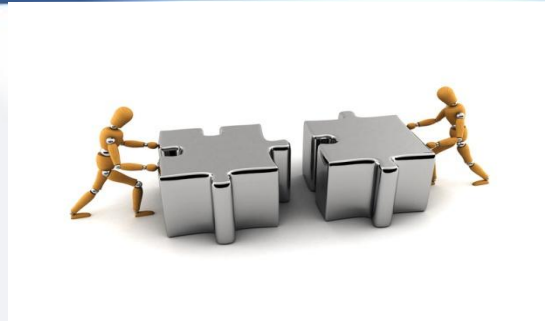
However:

- they're more concrete,
- they are more "action-oriented"
- Vision statements should inspire people to **dream**;

Mission statements should inspire them
to **action**.



Mission: Realizing Your Dream



- Mission - The next piece of the puzzle is to put your vision into practical terms.
- An organization's mission statement describes *what* the group is going to do and *why* it's going to do that.
For example, Island Health “create healthier, stronger communities and a better quality of life for those we touch.”

strat·e·gy



- *noun* \-jē\ : a careful plan or method for achieving a particular goal usually over a long period of time
- the skill of making or carrying out plans to achieve a goal

What is a Strategic Plan?

- A formalized road map that describes how your Auxiliary executes your chosen strategy to reach your goals



A Strategic Plan:



- Is a tool that helps you do a better job
- Helps build your competitive advantage
- Communicates your strategy (plan) to your volunteers and customers
- Prioritizes your financial needs

Strategic Planning involves:

- Developing your Vision, Mission and outside-of-the-box thinking.
- Describing where you want your Auxiliary to go but.....
- Providing focus and direction to move from plan to action



Strategic Planning



- However, like all other "travel plans," without knowing where you want to go, creating details on how to arrive are meaningless.



Alice in Wonderland

Alice `Would you tell me, please, which way I ought to go from here?'

`That depends a good deal on where you want to get to,' said the Cat.

`I don't much care where--' said Alice.

`Then it doesn't matter which way you go,' said the Cat.

`--so long as I get SOMEWHERE,' Alice added as an explanation.

`Oh, you're sure to do that,' said the Cat, `if you only walk long enough.'"

Strategies Equal Methods



- Visualizing goals and then defining strategies to achieve your objectives is the true essence of strategic planning.
- Example: if you believe you must expand your presence on the Internet to achieve increased sales volume, you've identified the method to use your strategy and reach your Auxiliaries' goals.
- strategic thinking identifies the methods you will take to reach your goals.

Where to start?



To develop a strategic plan:

1. establish a planning team that includes (if you have them employees), members and maybe one or two customers.

Keep the team to 10 to 12 people.

Try and use a Swot Analysis



2. Do a : **SWOT ANALYSIS**



Capture information

- Use this to distinguish where you are now and where you want to be
- Be realistic about your strengths and weaknesses
- Be specific – only key points and issues
- Aim to state strengths and weaknesses in competitive terms
- Rank in order of importance AND
- Keep it brief!



So how do you do it?

- Brainstorm each category and capture each point pertinent to your project/store
- Aim to include only key points – back up with evidence
- Don't spend too much time and don't over analyse
- Keep it current to today
- Highlight the most important issues and rank them in order of importance



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- Keep it current to today
 - Highlight the most important issues and rank them in order of importance



1 2 3

Next Step



- Take the highest ranking strengths, weaknesses, opportunities and threats and answer the following questions:



- How can you use your strengths to take advantage of opportunities?

How do you overcome weaknesses preventing you from taking advantage of opportunities?

How can your strengths reduce the probability of threats?

What can you do about your weaknesses to make the threats less likely?

Information Overload



- What next, how do we bring this stuff together,
- Prioritize it – what is most important to you
- Based on this information, what are your goals
- What is the first step that will take us there (move us forward)

Conclusion

- Building a strategic plan is not difficult. It does take some thought and some feedback from stakeholders and others, but we should be routinely garnering feedback from appropriate stakeholder groups on an ongoing basis.
- The process of developing a strategic plan should be rewarding for all involved and usually helps develop stronger communications between members of the planning team.





- Thank You!

- Questions?

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Sources:

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- [Http://smallbusiness.chron.com/strategic-planning-important-business-2671](http://smallbusiness.chron.com/strategic-planning-important-business-2671)

