

BOARD OF DIRECTORS: STRATEGIC PLANNING

Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy. It may also extend to control mechanisms for guiding the implementation of the strategy:

- ☐ Include Mission and Vision Statements
 - Mission statements focus on today and what your chamber does to achieve it. It answers what, who and how.
 - Visions statements focus on tomorrow and what your chamber wants to become. Speaks to aspirations, who and what are we aspiring to change and what problem are we solving.
 - Values statements define the ethics of your chamber.
- ☐ Set aside time specifically for planning
- ☐ Find a venue that is relaxing and allows for good stretch breaks and a little fun
- ☐ Once a draft plan is in place allow members an opportunity to provide input before formally adopting
- ☐ Once adopted promote your success- inform the press about your key pillars
- ☐ Implement the plan every 1-3 years
- ☐ Consider hiring a facilitator to conduct your strategic planning

See the Resources folder and the Sample & Template Folder for examples, resources and reading lists.