

What's in a Strategic Plan?

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Basic elements in a strategic plan

- Vision/Mission
- Values
- Goals and objectives (goalposts)
- Strategy
 - Map long-term vision to objectives and identify actionable steps
 - Identify challenges and how we intend to address them
- Clearly Defined Outcomes for accountability
 - SMART= Specific, Measurable, Achievable, Relevant, Time-bound
 - Identify measurements: what, when, who, how



From Yesterday



Sample Vision

Manage our watershed from the highlands to the mouth, from the surface to the deep basalt aquifer, function floodplains and multiple uses of water, so that we sustain flourishing urban and rural communities, abundant fish and wildlife and viable, sustainable agriculture

Other things from yesterday

- Acknowledge and build in work that's already begun; focus on gaps; don't impede ongoing efforts
- Need to monitor and measure progress
- What did you hear that resonated with you?



Next steps

- Vision/Mission - **yesterday**
- Values – **yesterday and today**
- Goals and objectives – **yesterday and today**
(goalposts)
- Strategy – **yesterday, today and over the next two years**
 - Identify challenges and how we intend to address them
 - Map long-term vision to objectives and identify actionable steps
- Clearly Defined Outcomes for accountability – **over next two years**
 - SMART= Specific, Measurable, Achievable, Relevant, Time-bound
 - Identify measurements: what, when, who, how





Thank you for your time!

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