

A PLAN THAT MATTERS, GETS USED, AND CHANGES YOUR ORGANIZATION.

A fully developed and successful strategic plan should contain three critical steps: **First** and foremost, a leader that is committed to the planning process and is the 'Keeper of the Flame" who continuously keeps the reason and purpose of having a plan in the minds and hearts of all participating team members. They keep the passion burning and alive.

Second is someone who will act as the 'Enforcer', a project manager that oversees the execution (performance management) phase of the plan. The 'Enforcer' makes sure the plan is executed and never looses momentum. Without having these two important and critical roles and functions in place before you initiate a strategic plan will, in most cases, fail and end up on the shelf.

Third identify, and document your strategic plan.

- -"Where we need to go"...mission, vision, goals...Unified Direction
- -"How we'll get there"...projects and action plans...Persistent Execution.
- -"How we know we're getting there" Measurement Indicators...Ensure Success.

A successful on-going fully executed strategic plan aligns and links people, functions, departments, units, and teams throughout the organization. There becomes a widening body of engaged team members who are supporting projects with tasks and action items. A performance management system is use to regularly review progress, and make course adjustments as needed to ensure success.