**STRATEGIC PLANNING PROCESS**

Mission

Values

Purpose

Envisioned

Future

BHAG

Long term Aspiration

(5-20 yrs)

How do we get there?

Part 2 – Tactics Implementation

Are we getting there?

Assessment - Metric

How do we get there?

Part 1 - Strategies

Where do we want to go?

* Links to future vision but other time horizon – 2 to 5 yrs
* Consider smart goals

Where could we be?

Possible future scenarios

Where are we?

Situational analysis – strategic assessment

* Internal
* external

1

6

5

4

3

2