

# Quick & Dirty Strategic Planning for Busy Speakers

<b>Continually scan your environment</b>	Throughout the year, keep your eyes & ears open to trends, opportunities etc. Place those great ideas in a strategic planning “wish list” folder.
<b>Review the basics</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Vision/Mission/Definition of Success</li><li><input type="checkbox"/> Unique Selling Proposition</li><li><input type="checkbox"/> Customers</li><li><input type="checkbox"/> Products/Services</li><li><input type="checkbox"/> Operations/Process</li><li><input type="checkbox"/> Financials</li><li><input type="checkbox"/> Learning &amp; Growth</li><li><input type="checkbox"/> Last Year’s goals</li><li><input type="checkbox"/> SWOT</li><li><input type="checkbox"/> Wish list folder</li></ul>
<ul style="list-style-type: none"><li>◆ <b>Historical</b></li><li>◆ <b>+/-</b></li><li>◆ <b>Know the #s</b></li></ul>	
<b>Themes/Patterns</b>	Share with your kitchen cabinet/employees. Ask for input.
<b>Set aside time</b>	Clear a half/full day on your/your team’s calendar to focus.
<b>Brainstorm/Sort</b>	Write each “great” idea on an index card. Sort cards into “piles”.
<b>Create goal statements</b>	<ul style="list-style-type: none"><li>◆ Concrete SMART goal statement for each pile.</li><li>◆ Why do it?</li><li>◆ What needs to be done?</li><li>◆ Who should do it?</li><li>◆ Funding requirements?</li></ul>
<b>Roadblocks</b>	Identify strategies to remove roadblocks.
<b>Prioritize</b>	Prioritize the goals with respect to your vision/def. of success.
<b>3 month plans</b>	Plan the first 3 months. Make forward progress each week.
<b>Accountability</b>	Mastermind/Buddy/Checklist/Reports/Rewards

# Strategic Planning Goal Sheet

**Goal**

**Why?**

**Roadblocks**

**Strategies**

**Key Activities**

**Next Three Months**

**Responsibility**

*Accountability*