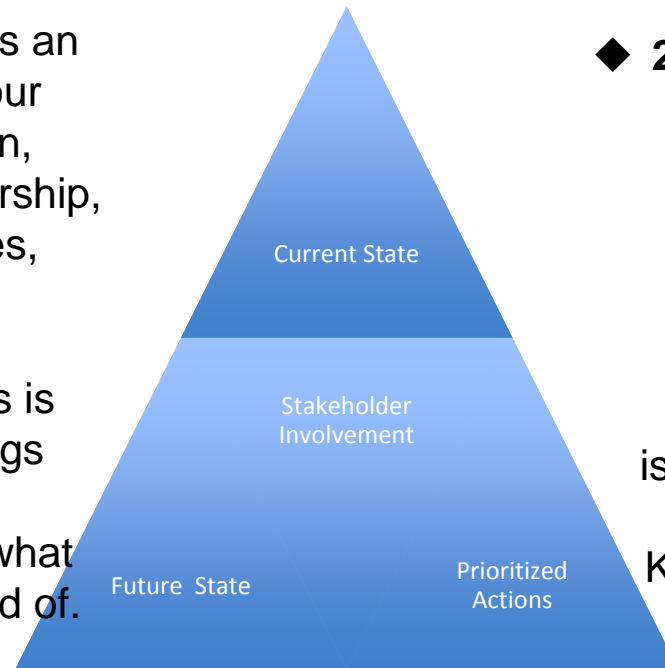


STRATEGIC PLANNING

Because it's hard to be strategic with your hair on fire

◆ **1. Current State** – This is an honest assessment of your chapter's current situation, including finances, leadership, organization, technologies, systems, programming, marketing, attendance, teamwork and more. This is no time to sugarcoat things but to understand them objectively. Don't forget what you do well and are proud of.



◆ **2. Future State** – You might call this your desired state or vision for a point in time three, five or 10 years in the future. This should include details of how people will be working together, what it will be like to be a member, and how your chapter is affecting lives and businesses. Think of Rev. Dr. Martin Luther King's *Dream Speech*, and you'll be getting close.

◆ **3. Prioritized Action** – Once you have crafted the current and desired states, you and your team should have a clear picture of the gap between the two. Now is the time to brainstorm the many focus areas that will move the chapter from point A to point B. Once done, these will need to be prioritized so you can flesh out the ones that will get you farther, faster.

◆ **Stakeholder Involvement** – This element should permeate the entire process and may be the most challenging balance between expediency and ownership for action. Consider who should be involved and at what point. If some stakeholders cannot be intimately involved in the process, then how can you get their “fingerprints” on both the process and the content of the plan.