

Strategic Plan Components



Mission Statement

Why you exist, your purpose, your "Why"

Vision Statement

The world you envision when your mission is achieved

Strategic Approaches

The distinctive approaches you take to achieve your mission; drives what you will and will not do

Timeframe: Hold true through entirety of plan

Priorities

The specific activities you undertake in furtherance of the Mission and in alignment with the Strategic Approaches

Timeframe: 1-3 years; can be adjusted based on changes in the ecosystem

Action Plans

Specific steps taken, projects and programs launched to advance the Priorities; typically includes responsibility assignments and resource requirements

Timeframe: 3-6 months, can be adjusted based on ongoing evaluation

Impact Statement

Unifying statement that brings it all together; describes clearly what happens when you succeed, where, and for whom, and includes specific metrics

