

20X1 - 20X3 STRATEGIC PLAN

Sample Only

| Strategic Objectives: (These should support your Mission, drive towards your Vision & integrate w/ one another. These outline WHAT you want to do.) | Year 1 (20X1) Strategic Goals: (These should start moving you towards the Strategic Objective in the left column. These outline HOW you're going to make each one happen.) | Year 2 (20X2) Strategic Goals: (These should build upon the actions/initiatives taken in Year 1 & continue to move you towards the Strategic Objective in the left column. These outline HOW you're going to make it happen.) | Year 3 (20X3) Strategic Goals: (These should build upon the actions/initiatives taken in Year 2 and get you closer or to the Strategic Objective in the left column. These outline HOW you're going to make it happen.) |
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| 1 - (sample only) Enhance Market Position - Become the Go-To provider in the mid-Atlantic region for selection, service, and quality. | <ol style="list-style-type: none"> 1. By April 30, 20X1, complete a market & customer needs assessment to determine needs, value, product/service mix, targeted tiers, and trends. 2. By June 30, 20X1, create a 3 Year Marketing Plan. | <ol style="list-style-type: none"> 1. To be determined mid-year (Year 1) based upon Year 1 data and market assessment - 3 Year Marketing Plan | <ol style="list-style-type: none"> 1. To be determined. Based upon the Year 1 Analysis & Plans - 3 Year Marketing Plan. |
| 2 - (sample only) Increase Products & Services - Broaden our offerings & provide cloud-based product/service options. | <ol style="list-style-type: none"> 1. By June 30, 20X1, create a 3 Year Product & Services Offerings Plan. 2. By Dec 31, 20X1, have a fully functional R&D department established to stay ahead of trends. | <ol style="list-style-type: none"> 1. To be determined mid-year (Year 1) based upon Year 1 data and market assessment - 3 Year Product & Services Offerings Plan. | <ol style="list-style-type: none"> 1. To be determined. Based upon the Year 1 Analysis & Plans - 3 Year Product & Services Offerings Plan. |
| 3 - (sample only) Strengthen Finances - Strengthen the financial stability across our field of offerings. | <ol style="list-style-type: none"> 1. By June 30, 20X1, create and implement an on-going, 3 Year Finance & Operations Management Plan that integrates support, training, revised product offerings, etc to outlets with targeted metrics to enable product/offerings decisions more quickly. | <ol style="list-style-type: none"> 1. To be determined mid-year (Year 1) based upon Year 1 Finance & Operations Management Plan. | <ol style="list-style-type: none"> 1. To be determined. Based upon Year 1 Finance & Operations Management Plan. |
| 4 - (sample only) Develop Talent Organization-wide - Create deep talent organization-wide to support flexibility in workflow, workforce and succession planning needs. | <ol style="list-style-type: none"> 1. By Aug 31, 20X1, create an Emergency Staffing Plan, and Workforce and Succession Plans. 2. By Sept 30, 20X1, create and implement an on-going, 3 Year Staff Training & Development Plan that enhances flexibility of staff movement, supports workforce & succession planning, and creates IDPs for all staff. | <ol style="list-style-type: none"> 1. By Jan 1, 20X2, go live with revised Performance Review process to integrate with T&D Plans & increase accountability. 2. By April 15, 20X2, develop and implement an on-going staff training & development program (to include internal & external resources). 3. By Dec 31, 20X2, update the Strategic Plan, Emergency Staffing Plan, Workforce & Succession Plans. | <ol style="list-style-type: none"> 1. By June 30, 20X3, complete first year of training offerings to staff targeted to support their IDPs. 2. By July 31, 20X3, complete enhancements/ fixes to the revised Performance Review Process. 3. By Dec 31, 20X3, update the Strategic Plan, Emergency Staffing Plan, Workforce & Succession Plans. |

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5 - (sample only) Enhance Efficiencies - Enhance operational efficiencies, streamline, identify better delivery vehicles/software.

1. By March 31, 20X1, document critical processes for all positions.
2. By July 31, 20X1, complete critical process reviews, Best Practices determinations, task re-alignments, and position descriptions revisions.
3. By Nov 31, 20X1, develop 3 Year Efficiency Enhancements Plan to enhance efficiencies organization-wide.

1. To be determined mid-year (Year 1) based upon Year 1 Efficiency Enhancements Plan.

1. 1- To be determined. Based upon Year 1 Efficiency Enhancements Plan.

Notes: