

Strategic Planning Process

Achieving World Class Excellence

(Demo Copy only)

Disclaimer:

These Strategic Planning Process presentation slides is a real case model developed in an attempt to meet the requirement of Baldrige Criteria: Category 2- Strategic Planning. However, it does not represents NIST or any party. It does not guarantee the results of using these presentation materials.



WORKSHOP OBJECTIVES

- To gather feedback from stakeholders
- To develop Vision and Mission
- To analyze data collected for SWOT analysis
- To develop strategic options base on SWOT
- To select Strategies
- To develop Strategic Objective
- Understand Strategy Deployment Process

To Review Vision & Mission - 1

Definition

Definition



What we want to be ?

Vision

To Review Vision & Mission - 2

Our Vision

Time Commitment	Criteria
<p>Period of time that the vision statement will be in place (check one):</p> <ul style="list-style-type: none"><input type="checkbox"/> 1-6 years<input type="checkbox"/> 7-10 years<input type="checkbox"/> 11-15 years	<p>The vision should</p> <ul style="list-style-type: none"><input type="checkbox"/> Be ambitious & barrier-breaking<input type="checkbox"/> Reflect the values we hold<input type="checkbox"/> Address responsibility to key constituencies<input type="checkbox"/> Be inspirational & uplifting<input type="checkbox"/> Be clear & concise<input type="checkbox"/> Be measurable & time-bounded (optional)

To Review Vision & Mission - 3

Definition

Definition

How to achieve what we want to be?

Mission

To Review Vision & Mission - 4

Our Mission

Criteria

The mission should

- Be ambitious & barrier-breaking
- Answer the questions
 - “What kind of a business are we going to be in?”
 - “How will we go after the business?”
- Present a picture of the organization
- Describe our business today
- Meet the needs of end-user customers
- Describe our value to customers - beyond just product or service
- Address intermediate customers

To Review Vision & Mission - 5

The Differences Between a Vision & a Mission

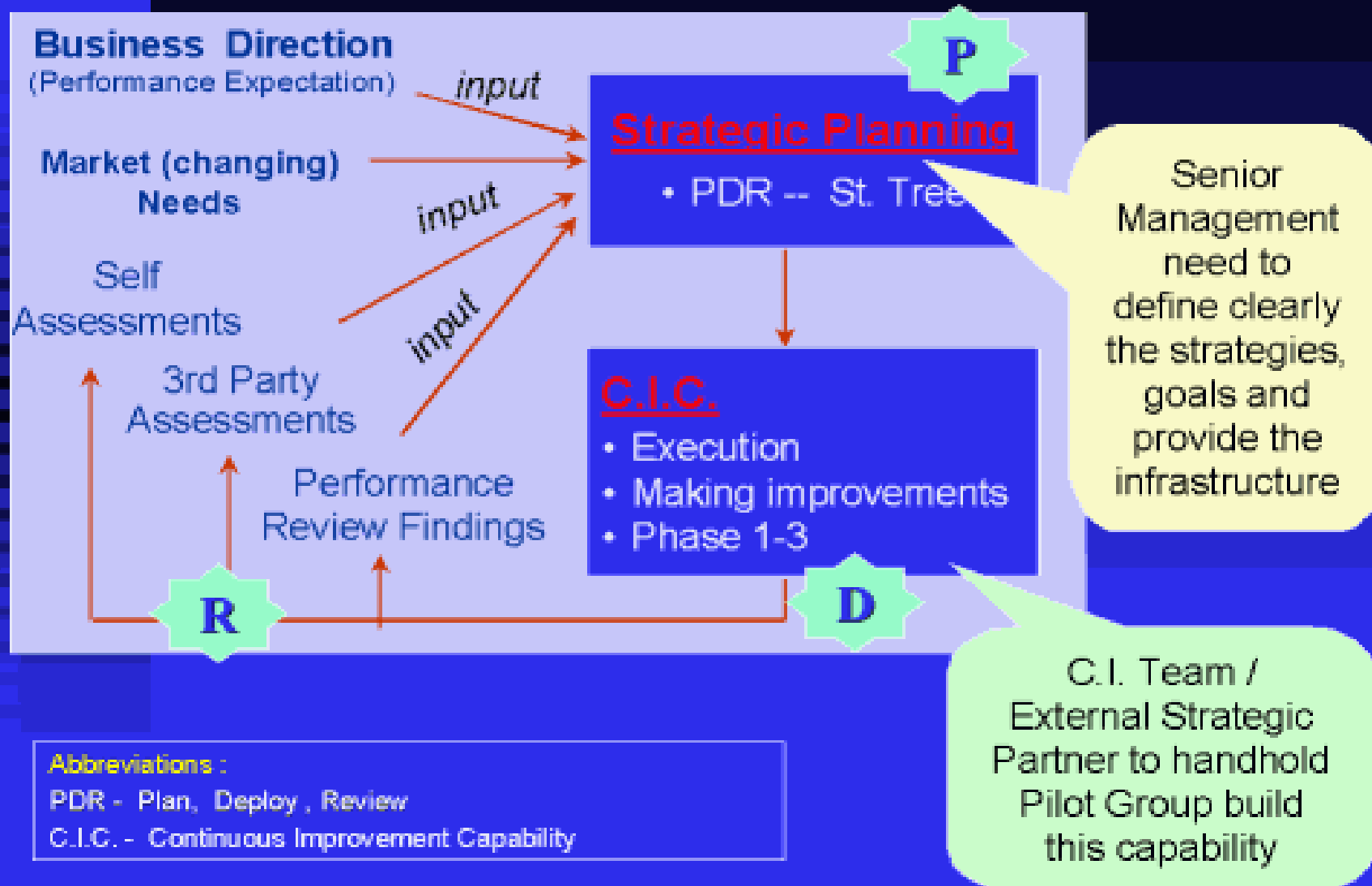
VISION

- Long Term 5-15 years
- “What kind of organization do we want to **be**?”
- Very broad directions
- Inspirational
- Addresses responsibility to key stakeholders : I.e. Shareholders, Customers, Employees, Government Agencies, Suppliers &/or Partners, and Communities

MISSION

- Short - Medium Term 2 - 5 years
- “**How** will we go after the business?” - describes the way the organization will do things
- More specific but broad directions
- Ambitious and stretched
- Addresses intermediate customers

Strategic Planning Process - The PDR Cycle



Strategic Planning Process

A Typical Model - Strategic Planning Process

