



Outline of a Strategic Plan

Where are we Now?

Highlight the main customers, relationships, systems, and processes appropriate to the level of the organisation being discussed.

Where do we want to be?

Identify new opportunities, existing work, new technologies, and resources that are seen as the future state together with the expected time frame.

How do we get there?

Outline the key strategic approaches that will be taken to achieve the necessary changes. For example, this might be to lease rather than purchase equipment to ensure a regular technology refresh.

Key Targets

List three to five key targets that can be readily measured to assess the progress and success of the strategy.

One Phrase Summary

Summarise in one word or short phrase the major thrust of what you are trying to achieve with the strategy. This is not a vision statement, but rather a trigger that will be in the the back of mind of staff as they work. For example, "Simplification".

Other Communication Aids

Having completed the strategic plan it is essential to communicate this to the team. Use of well designed wall charts located in traffic areas are a good way to keep the strategic goals at the front of people's minds.



