

Strategic Planning for U.S. Public Affairs: Moving Forward with Intention

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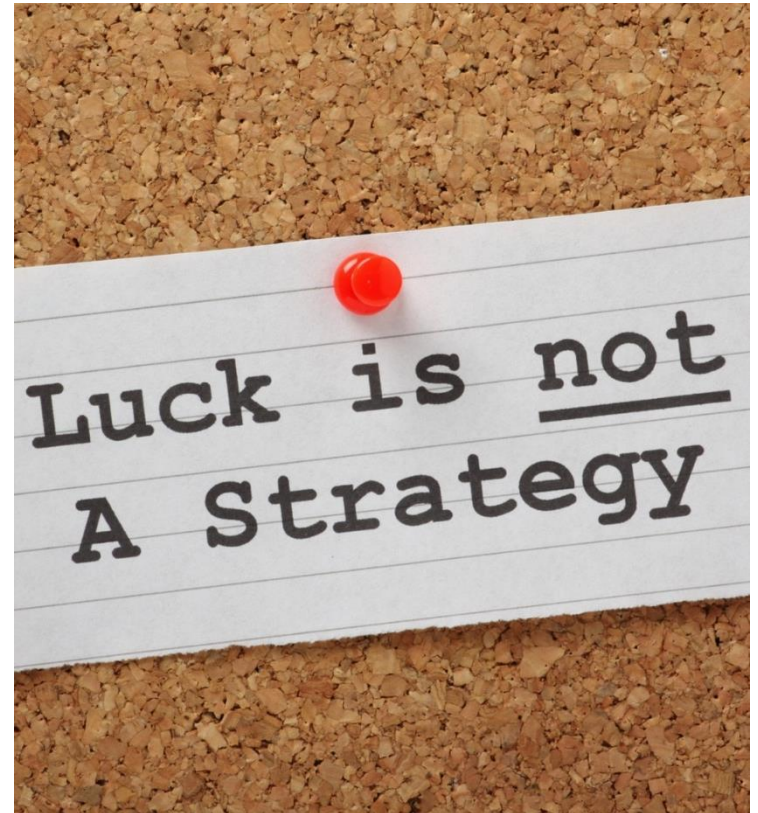
Director

U.S. Public Affairs Practice

Public Affairs Council

What Is Strategic Planning?

- Organizational Management Activity
 - Sets priorities
 - Focuses energy and resources
 - Ensures staff and stakeholders are working toward common goals
 - Establish goals and intended outcomes
 - Opportunity to assess and adjust the organization's direction



What is a Strategic Plan?

- The document used to:
 - Communicate the chosen organizational goals
 - Outline the actions needed to achieve those goals and other critical elements identified during the process



Steps in Strategic Planning and Management

Step 1:

- Analysis and Assessment

Step 2:

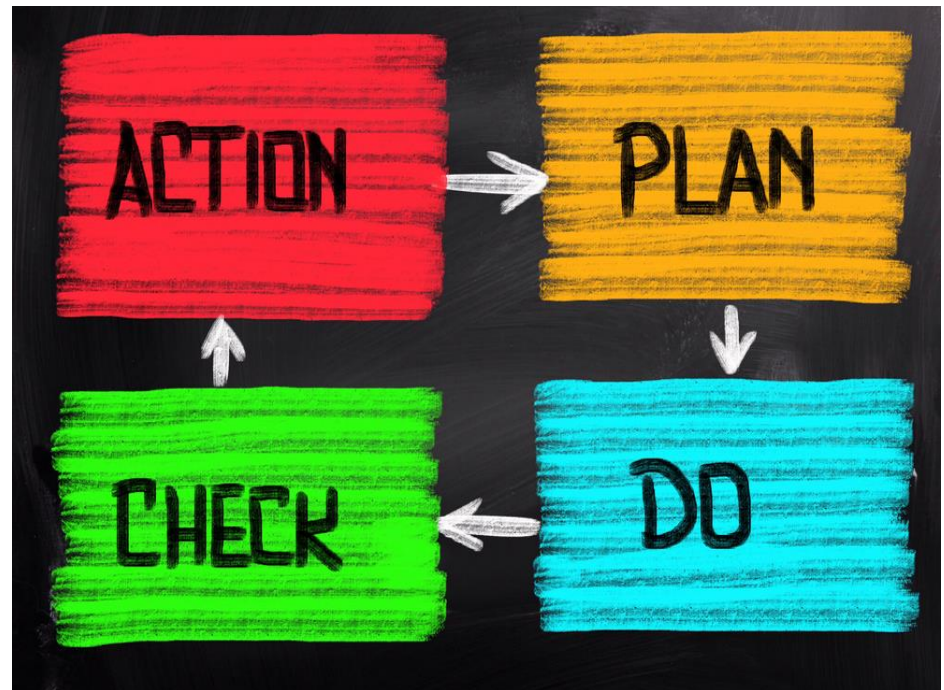
- Strategy formulation

Step 3:

- Strategy execution

Step 4:

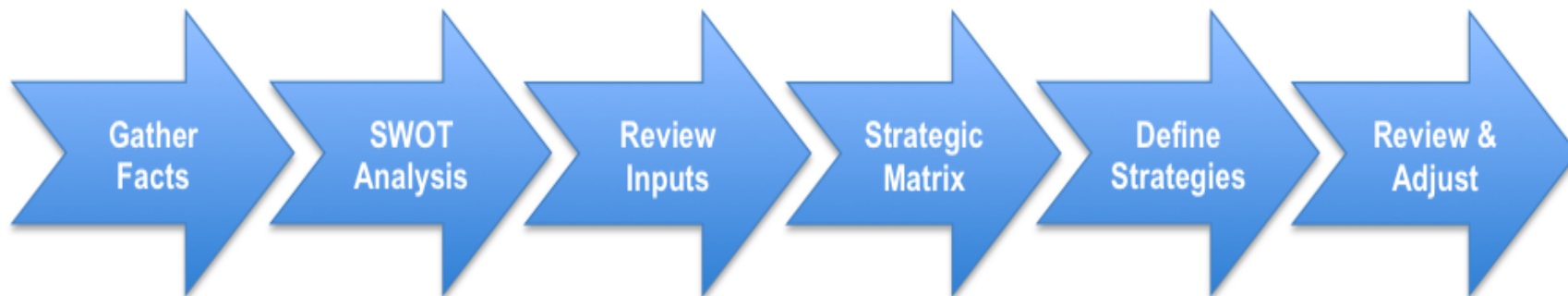
- Evaluation



Key Elements for Successful Strategic Planning

- Time horizon
- Inclusiveness
- Strategic Plan Leadership
- Senior Leadership Involvement
- Set Actionable Goals
- Communicate Often
- Coach on Change





Gather Inputs

- From all Stakeholders
- Customer analysis
- Competitor analysis
- Industry analysis
- Environmental
- Company performance
- Company strategies

SWOT Analysis

- External Analysis
 - Opportunities
 - Threats
- Internal Analysis
 - Strengths
 - Weaknesses
- Strategic Questions
- Strategic Issues

Review Inputs

- All Stakeholders
- Review Inputs
- Review SWOT Analysis
- Define 3-4 key statements

Strategic Matrix

- All Stakeholders
- Define Strategies to address SWOT combinations:
 - Opportunities vs Strengths
 - Opportunities vs Weaknesses
 - Threats vs Strengths
 - Threats vs Weaknesses

Define Strategies

- Objectives
- Key Strategies
- Short and Long Term Goals
- Operational Plans

Final Reviews

- All Stakeholders
- Review Strategies
- Review Goals
- Review Plans
- Adjust as necessary



SWOT Analysis

NEXT

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A Strategic Plan Template

Sections 1-7

- 1: Executive Summary
- 2: Elevator Pitch
- 3: Mission Stmt
- 4: SWOT
- 5: Goals
- 6: Key Performance Indicators (KPIs)

Sections 8-13

- 7: Target Audience
- 8: Competitive Analysis & Advantage
- 9: Communications Plan
- 10: Team
- 11: Operations Plan
- 12: Projections

Making the Plan Come to Life

- Tracking Progress
- Embedding it in your day-to-day
- Taking responsibility
- Adjusting along the way
- Rinse and repeat



Questions?

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