

Case Study

New York Life Insurance Company Office of Governmental Affairs

Goals

1. Move from reactive to proactive.
2. Prioritize time and resources. Quantify impact of issues
3. Align with company mission. Plan for the long-term.

Our Approach

Team

- Heads of Tax, Retirement, Regulation, State, International and PAC
- Department head
- External facilitator

Calendar

- 4 full group meetings, 2-3 hours each
- 4 sub-group meetings, 1 hour each
- 3 month timeline



Who are we?

Step 1: Tenets

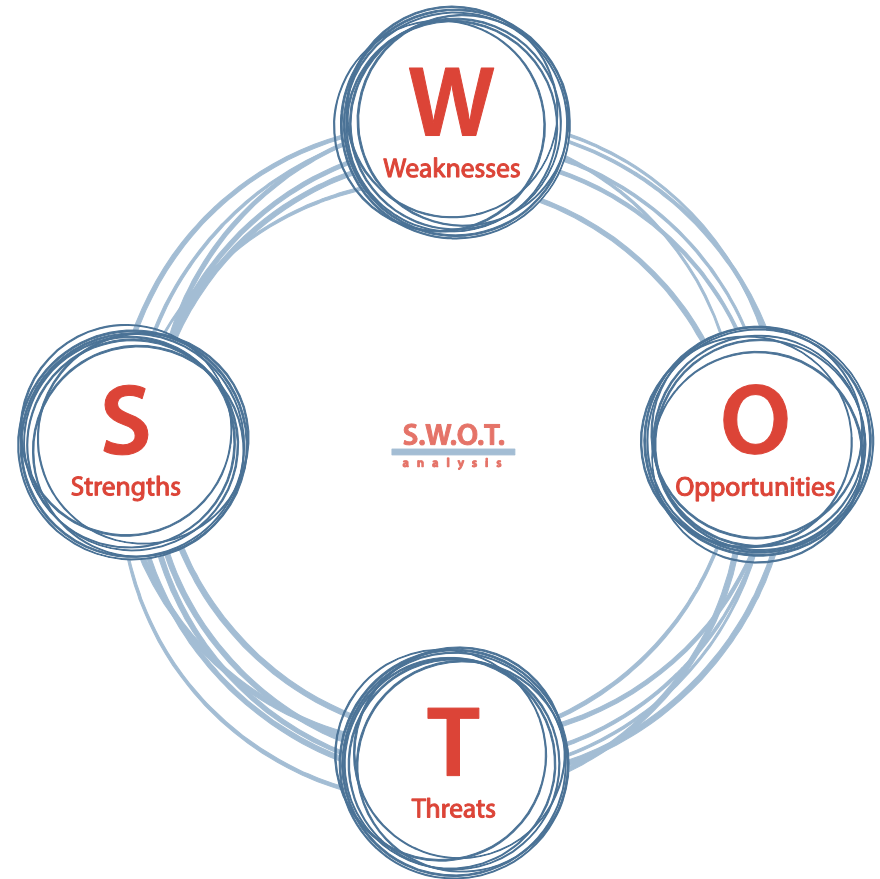
- Vision: What we aspire to be.
- Mission: What we do.
- Values: How we behave.



Where are we?

Step 2: SWOT Analysis

- Division level SWOTs circulated ahead of time to identify themes.
- Prioritized to create departmental elements.



Where do we need to be in 2017?

Step 3: Objectives 2015-17.

- Sub groups focused on one category of Strengths, Weaknesses, Opportunities or Threats and created multiple objectives.
- How do we turn Weaknesses into Strengths and turn Threats into Opportunities?
- Full group combined and prioritized down to 4 objectives.

Turning a plan into action.

Step 3: Implementation.

- Each member of planning team assigned responsibility as co-lead for accomplishing an objective.
- Co-leads set Key Performance Indicators by which to measure progress.
- Periodic team meetings to review progress and adjust.

