

PrudentialPAC

Political Action Committee for Prudential Employees

Building Strategic Plans for Long-Term PAC Growth

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My Philosophy for Strategic Planning

- Be Specific – Ask Key Questions
 - Where? How? Are we there yet?
- Think Big
 - Subjective to your organization
 - While you cannot do everything – what can you do become 1st in class
- Pilot Everything
- Live in DRAFT Mode
 - Be prepared & unafraid to change course anytime
 - Change the plan, not the goal
- Let Them Tell You **NO**




What Is & Is Not Strategic Planning

- What is **NOT** a Strategic Plan?
 - A mission statement – have a vision not a mission
 - ½ page outline or a 300 page dissertation
 - Just growing PAC receipts
 - Just checking boxes – be effective, create change
- So, What **IS** a Strategic Plan?
 - Honestly answering those key questions – your “true” landscape
 - Where are we? Strengths? Weaknesses? Challenges/risks?
 - What is our vision? Goals & objectives?
 - How do we achieve these?
 - How do we know if we have met, exceeded, or fallen short?
 - What are we measuring? How are we measuring it?



We Have a Strategy. Now What?

- Share & Engage Your Stakeholders – But...
 - Be cautious: sharing too much too soon could get the idea canned
- Be Prepared to Pass the Eye-Roll Test 
 - If you ask for the opinions of others, be prepared to receive *their* opinions
- Prepare to Address the Challenges & Risks – Don't Let Them Hinder
 - The “we’ve always done it this way” or the “it’s not broken”
 - Money, Money, Money
 - Technology (cough*LotusNotes*cough)
 - Culture – It’s a marathon not a sprint.
 - Fatigue – If you stop asking, you stop growing.

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