



### *Setting Strategy Doesn't Have to be Hard*

- 1 Determine time frame of your strategic plan: 2, 3, 5 years?
- 2 Convene diverse key leaders to determine priorities.
- 3 Identify strengths, weaknesses, opportunities, and threats  
RE: your organization's current state.
- 4 Develop a vision for a brighter future.
- 5 Identify 3-5 goals that will move the organization toward that future.
- 6 Determine tactics stating how you'll achieve your overarching goals.
- 7 Select metrics to measure success.
- 8 Monitor and celebrate progress toward goal achievement.

*If you fail to plan, you are planning to fail.*  
Benjamin Franklin

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