Steps in a Strategic Planning Effort

* Step 1 – Organize the planning effort
* Step 2 – Information gathering and analysis
* Step 3 – History and present situation
* Step 4 – Development of Mission Statement
* Step 5 – Development of a Strategic Vision – statement that sets future direction
* Step 6 - Internal/External Assessment: Strengths, Weaknesses, Opportunities & Threats *(SWOT)*
* Step 7 – Identification of Critical Issues, now and for the future
* Step 8 – Development of Strategic Goals
* Step 9 – Formulation of Strategies for Each Goal
* Step 10 – Preparation for Operational Planning Based on the Strategic Plan (Developing Annual Objectives)
* Step 11 – Implementation