

# Strategic Planning

SERA-19

Memphis, TN

August 4, 2006

# Phil Hardwick

John C. Stennis Institute of Government  
Mississippi State University

[Phil.hardwick@msstate.edu](mailto:Phil.hardwick@msstate.edu)

[www.philihardwick.com](http://www.philihardwick.com)

# What is STRATEGIC PLANNING?



Strategic planning is the process of determining what an organization intends to be in the future and how it will get there. It is finding the best future for your organization and the best path to reach that destination.”

Strategic Planning Workbook for Nonprofit Organizations  
Amherst H. Wilder Foundation

# Strategic Planning Process

- Situational analysis
  - Visioning
  - Setting goals
  - Implementing

# Image



# Message?



# Values?





THE ROANOKE TIMES  
Monday, September 20, 2004



STEPHANIE KLEIN-DAVIS | The Roanoke Times

Mellisa Williamson, 35, a Bullitt Avenue resident, worries about the effect on her unborn child from the sound of jackhammers.

**TRAFFIC:** Official says  
wait for end result

If SERA – 19 was a vehicle,

she would be a \_\_\_(year)\_\_(Make  
and model) because \_\_\_\_\_.

# *Highly Effective Communities*

- Passionate Leadership
- Written Mission Statement/Strategic Plan
- Basics Covered
- Community Spirit
- Business Involvement
- Active Marketing
- Outsiders Welcome

I never dreamed I  
would see the day  
that ...

Develop a draft of three specific, measurable achievable goals that can be accomplished within the next three years.

Thank you for your good work.

# Phil Hardwick

John C. Stennis Institute of Government  
Mississippi State University

[Phil.hardwick@msstate.edu](mailto:Phil.hardwick@msstate.edu)

[www.philihardwick.com](http://www.philihardwick.com)