

# Strategic Plan Components

- Know Your Why – Golden Circle Framework
  - Why
  - How
  - What
- Strategic Direction
- Big Picture Goals
  - Primary Goal
  - Secondary Goals
  - Measurement and Tracking
- Target Audience
  - Stakeholder Survey
  - Demographics
  - Needs and/or pain points
  - Jobs to be Done Framework
- SWOC Analysis
  - Strengths
  - Weaknesses
  - Opportunities
  - Challenges
- Organizational Structure
  - Current Structure
  - Revised Structure (if applicable)
  - Optimal Process and Function
- Operations Analysis
  - Operating costs
  - Revenue projections
  - Revenue goals
- Brand Identity
  - Voice
  - Appearance
  - Usage Guide
- One-Year Plan
  - Year-One Goal
    - Primary
    - Secondary
  - Business Initiatives
    - Revenue potential
    - Implementation plan
  - Marketing
    - Sales Funnel Analysis
    - Phase 1—Immediate Opportunities
    - Phase 2—Foundation Building
    - Phase 3—Execution and Growth
    - Phase 4—Horizon Planning



*An effective strategic plan will align an organization toward clearly defined goals and provide the big-picture framework leaders need to achieve those goals.*

*In practice, your strategic plan should be a measuring stick for every decision your organization makes. For example, if a new project or initiative does not support the strategic plan, its value should be seriously questioned.*

*Note: This overview does not represent the sequence of development.*