

# Enterprise Strategic Plan

## I. Introduction

(Introduce the reader to the strategic plan, what organizations are involved in the program, and any specific focus of the plan.)

## Approach

(Provide data for the Workshop and any other details related to the approach.)

## Enterprise Strategic Planning Methodology

Figure 1: Strategic Plan Sections



The purpose of each section of the plan is as follows:

- **Strategic Context:** This section documents the factors—from the enterprise executive leadership, key external stakeholders, and environmental factors—that will inform and constrain what the enterprise expects to accomplish.
- **Strategic Intent:** This section outlines what the enterprise is to accomplish during the period covered by the plan. It includes:
  - = Mission – a description of the enterprise's business.
  - = Vision – a description of the end of the planning horizon
  - = Goals and Objectives – specific, measurable, business-oriented accomplishments that collectively lead to the vision