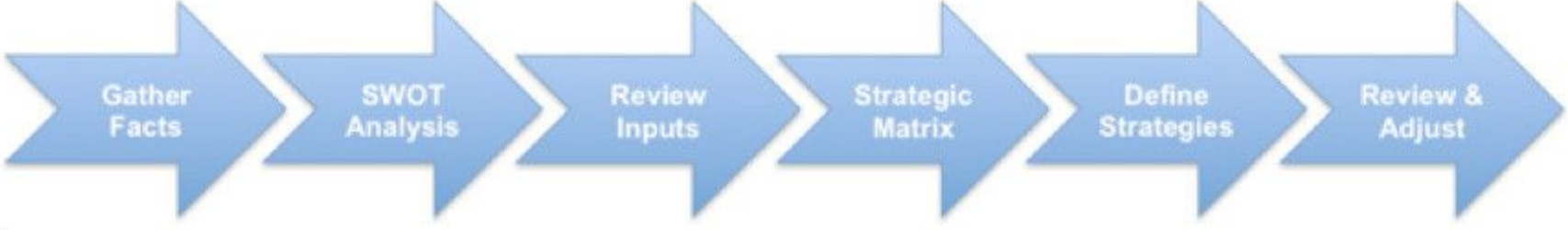
Strategic Plan Process



Gather Inputs
- From all Stakeholders
- Customer analysis
- Competitor analysis
- Industry analysis
- Environmental
- Company performance
- Company strategies

SWOT Analysis
- External Analysis
  - Opportunities
  - Threats
- Internal Analysis
  - Strengths
  - Weaknesses
- Strategic Questions
- Strategic Issues

Review Inputs
- All Stakeholders
- Review Inputs
- Review SWOT Analysis
- Define 3-4 key statements

Strategic Matrix
- All Stakeholders
- Define Strategies to address SWOT combinations:
  - Opportunities vs Strengths
  - Opportunities vs Weaknesses
  - Threats vs Strengths
  - Threats vs Weaknesses

Define Strategies
- Objectives
- Key Strategies
- Short and Long Term Goals
- Operational Plans

Final Reviews
- All Stakeholders
- Review Strategies
- Review Goals
- Review Plans
- Adjust as necessary