ACHIEVING SUCCESS FOR THE FRIENDS THROUGH STRATEGIC PLANNING
NYLA 2019 FRIENDS OF THE LIBRARY SECTION

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AGENDA

- What is a Strategic Plan
- Why is important
- How a Plan can help
- Creating a Strategic Plan the worksheet
- What’s next
STRATEGIC PLANNING
WHY IS IT IMPORTANT?

- CLARITY
- FUTURE
- MISSION
- DECISION MAKING
- CHANGE
- ALIGNMENT
- DIALOG
LONG-RANGE BENEFITS

- Membership retention
- Increase engagement
VALUES

- Values are deeply held convictions, priorities, and underlying assumptions that influence your attitudes and behaviors.
- Your core values and mission statement are part of your strategic foundation – the beliefs and purpose that you are truly committed to.
MISSION

“The increase and diffusion of knowledge” The Smithsonian

“To combine aggressive strategic marketing with quality products and services at competitive prices to provide the best insurance value for consumers” AFLAC
MISSION DO’S & DON’TS

- Do keep it short and concise.
- Don’t write an essay.
- Do think long-term
- Don’t make it too limiting
VISION

- What do you want your organization to look like in 3 or 5 years?
- What action steps do I need to take to realize our vision?
- This is the place to dream big
- Your goals will be connected to your vision
INPUT

- External
- Internal
EXTERNAL INPUT

- Identify your Stakeholders
- Determine how you will collect input
Be consistent

Have an intro statement: The AAAAAA is seeking your input on its programs and products. Your opinions are important. Please complete all of the following questions. Your responses will be treated confidentially. A consolidated summary of all replies will be made available to the Strategic Planning Committee. Thank you for your participation.

Questions
INTERNAL INPUT

- Strengths
- Weaknesses
- Opportunities
- Threats
GOALS

- S  Specific
- M  Measurable
- A  Actionable
- R  Realistic
- T  Timebound
<table>
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<tr>
<th>GOAL</th>
<th>ACTION ITEMS</th>
<th>WHO IS RESPONSIBLE</th>
<th>WHEN COMPLETED</th>
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WHAT’S NEXT

- Approval
- Distribution
- Execution
- Review
Thank You!