



Strategic Planning Introduction

Objectives

- Broadly defining the strategic planning process
- Examining the benefits
- Identify the next step

Strategic Planning:

Simply.....

The process of positioning an organization to meet the future on its own terms.



Without a **PLAN** it is all too easy for an organization to feel overwhelmed and to find themselves reacting to situation after situation without any overall sense of where they are going or what they are trying to accomplish.

An organization that plans strategically is:

- ✓ More aware of their changing environment;
- ✓ Cognitive of the pressures and changes that are coming;
- ✓ Takes the initiative in realigning their organization and its resources to be in the best position to tackle changes and challenges.

Strategic planning is **NOT**

- X A technical exercise, based on the compilation of extensive factual information and analysis;
- X A detail oriented exercise;
- X Comprehensive, but rather selectively focused;
- X Static, but a changing and evolving document.

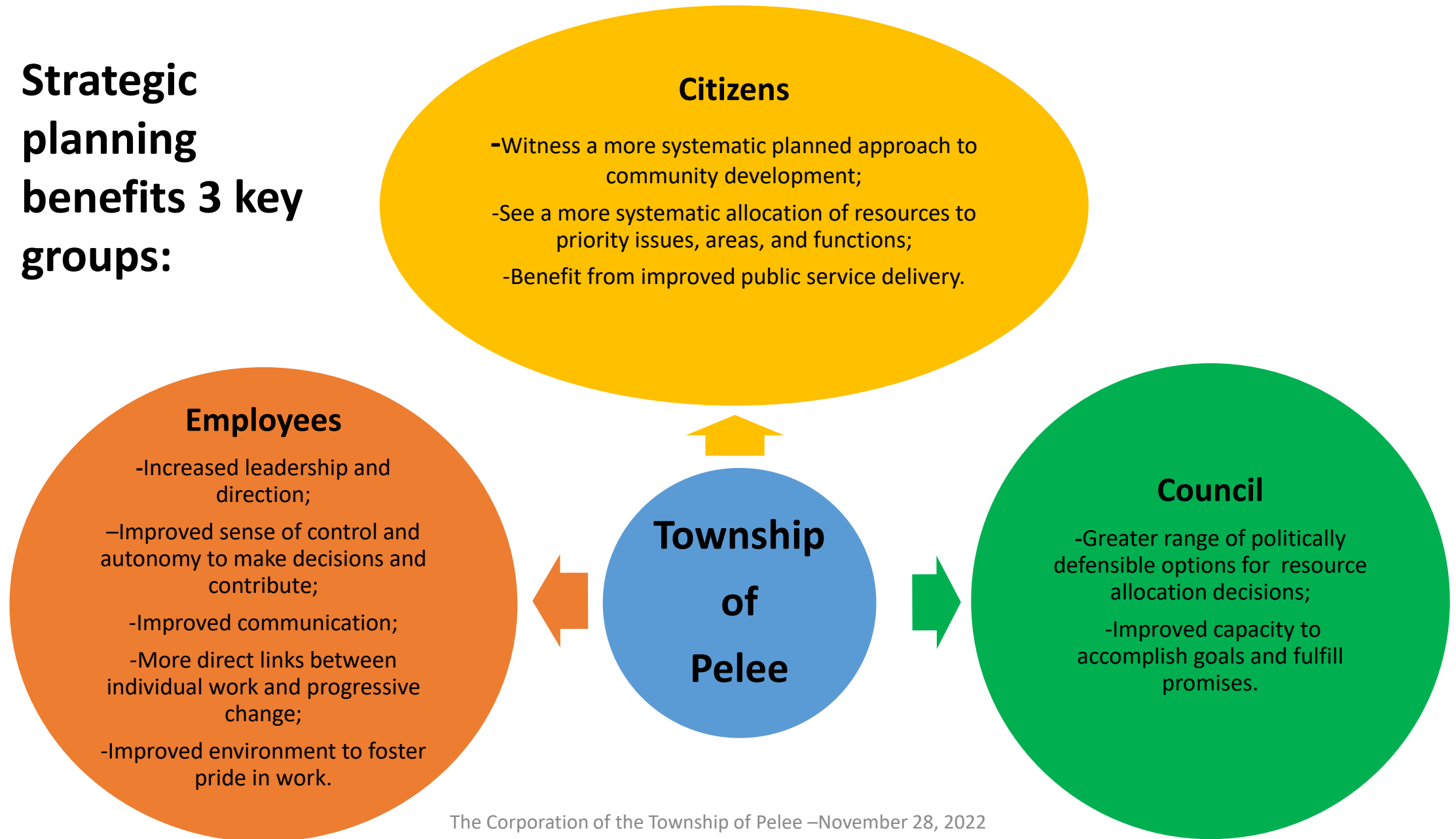
Strategic planning is

- ✓ A political exercise in which the leaders of the municipality develop a vision of the future that they want to achieve in the best interest of their community;
- ✓ Selective, focusing on a few key strategic issues that need to be identified and addressed;
- ✓ Concerned with a process not an end product.

Why is strategic planning an essential governing tool?

- ✓ An organization needs a blueprint for identifying the responses that they can make and actions they can take given increased demands and limited resources;
- ✓ Strategic planning provides a means of selectively determining the issues to address because we cannot catch, fix or respond to everything that comes our way;
- ✓ Sets a positive pathway for direction, structure, and communication for the team.

**Strategic
planning
benefits 3 key
groups:**





The strategic planning process can vary from organization to organization. Part of the process involves defining and ordering the steps for developing the organization's strategic plan.

Sample of Strategic Planning Steps:

- Initiating and agreeing upon a strategic planning process as outlined.
- **Understand** the municipality's mandate.
- Defining the municipality's mission and values.
 - ❖ One mission to be defined and supported by values.
- Reviewing the external environment for opportunities and threats.
- Reviewing the internal environment for strengths and weaknesses.
 - Identifying the **Strategic Goals** for the municipality.
- Create **Strategic Objectives** to support those goals.
 - Developing **Strategic Initiatives** associated with achieving objectives.
 - Monitoring and refining as needed.

Broad Mandate of Municipalities in Ontario

Section 2, Municipal Act, 2001

The Act provides that municipalities are created by the Province of Ontario to be responsible and accountable governments with respect to matters within their jurisdiction, and each municipality is given powers and duties under this Act and many other Acts for the purpose of providing good government with respect to those matters.

Initiating the strategic planning process:

A key element for success is a strong and visible level of support and commitment to the process by senior administration and Council.

Council and administration through several scheduled strategic planning education and exercise workshops will establish priorities and develop a common focus and sense of direction for the Township of Pelee.

