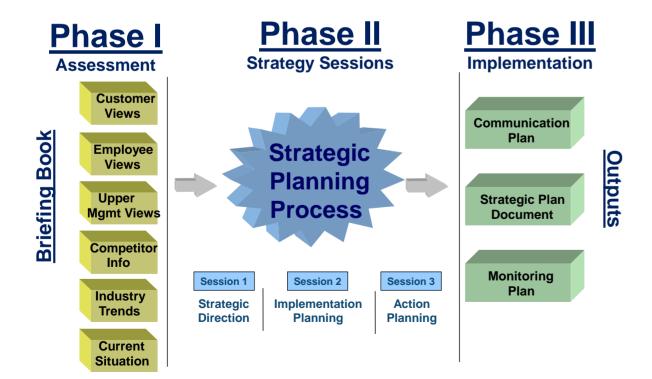
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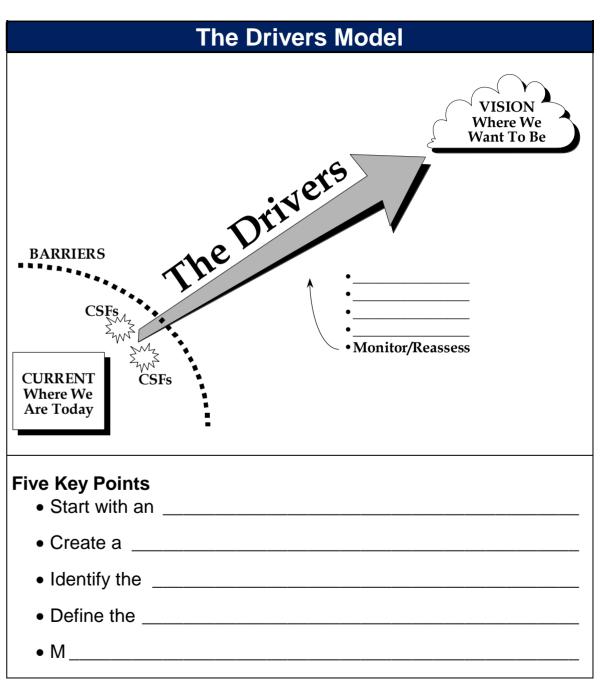
211 Perimeter Center Parkway, Suite 325 Atlanta, Georgia 30346

Congratulations on Completing SFS! What's Next?

- If you have an existing plan, review it through the lens of the Drivers Model.
 Determine what components are solid, which are missing, and which need modification.
- If you need to create a plan, start with a management briefing to get everyone on the same page.
- If you are a facilitator who works with organizations on their plans, consider which components of the Drivers Model can be used to enhance the processes you currently use.
- And if you can benefit from our expertise, our facilitation team can be available to get you started, coach you through the process, co-facilitate or guide your team through the three phases of the Drivers Model.



The Secrets to Facilitating Strategy



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Definitions

Vision

A picture of the "preferred future"; answers: if you are successful at achieving your mission, what will the future look like?

Mission

A statement of the overall purpose of an organization; answers: what you do, for whom you do it, and the benefit

Guiding Principles

General guidelines which set the foundation for how an organization will operate

Goals

Broad, long-term aims that define accomplishment of the mission; infinite verbs such as: "provide, maximize, promote, maintain"

Objectives

Specific, quantifiable, realistic targets that measure the accomplishment of a goal over a specified period of time; quantity verbs such as: "increase, decrease, achieve, have"

Sample Strategic Plan

VISION

To be the place where meeting planners meet.

MISSION

To provide a forum for furthering the growth and professionalism of the meetings industry.

GUIDING PRINCIPLES

We believe that education is our fundamental focus. Therefore we offer programs that improve the industry skills of our members.

We believe it is our responsibility to help improve our local community. Therefore we actively invest time and resources into the community.

We believe we must remain a comfortable forum for meeting planners. Therefore we will implement policies to ensure a suitable membership balance between planners and suppliers.

GOALS

Education

Provide opportunities for our members to enhance professionalism and to stay abreast of industry trends.

Networking

Provide an atmosphere for the sharing of ideas with peers.

Membership

Maximize membership growth, retention and involvement.

Organization

Maintain sufficient financial & organizational resources to support programs.

Professionalism

Promote meeting management as a viable and worthwhile career with an emphasis on the professional certification of members.

Community Outreach

Provide funds and services to support the local community and provide a vehicle for organization recognition.

Meeting Planners Association

CRITICAL SUCCESS FACTORS

- Dynamic presenters with timely, substantive topics to increase meeting attendance
- High awareness by meeting planners of the association and its benefits to attract members

OBJECTIVES (3 Years)

- Increase net membership from 500 to 650.
- Annually retain 75% of members from the prior year.
- Increase average attendance from 175 to 250 per meeting.
- Achieve 10% committee involvement.

STRATEGIES

- Utilize assessment survey and industry referrals to select quality speakers and topics.
- Revise new member registration process to ask desired committee.
- Hold quarterly committee fairs after meetings.
- Implement PR program to report |--activities to the local media.

BARRIERS

- Inadequate process for getting new members involved results in burn-out of a few and low retention
- High membership turnover hinders consistent growth

ACTION PLAN

- Assemble new PR committee (Exec, Feb 1)
- Develop PR objectives (PR, Mar 1)
- Develop promotion (PR, Mar 15)
- · Present to Board (Chair, Apr 15)
- Implement promotion (PR, May 1)
- Assess effectiveness (PR, Oct 1)
- · Present results to Board (Chair, Dec 15)

Definitions

Critical Success Factors

Major items or issues that must "go right" to achieve one or more objectives

Barriers

Existing or potential challenges that hinder the achievement of one or more objectives

Strategies

Broad activities required to achieve an objective, control a critical factor, or overcome a barrier; finite verbs such as: "develop, create, build, implement"

Actions

Specific steps to be taken, by whom and by when, to implement a strategy

Management Briefing

- Critical issues facing the organization
- Drivers Model overview
- Where in the Drivers Model will each issue be addressed?
- Adjustments to Model
- Information to gather
- Next Steps