

Salt Lake County Strategic Planning Template

Department/Division _____

Customer Analysis What do they want? How can we deliver that to them consistently?	People you serve... Other Stakeholders
Strategies	Transfer to Part 3; Page 3 of this Template
Grand— <i>Growth, Stability, Survival</i>	
Competitive— <i>Differentiation...</i>	
Functional— <i>Efficiency...</i>	

Part 1

Mission What do we do right now?		
Vision What will it look like when it is complete?	Head	Heart
Purpose (Optional)		
Values	Stated	Real
	Respect Integrity Customer Service Excellence	



Part 2

SWOT	Strengths, Weaknesses, Opportunities, Threats
Strengths (Internal)	
Weaknesses (Internal)	
Opportunities (External)	
Threats (External)	
Competitive Advantage What does your department/division do better than anyone else?	Could possibly be completed before the SWOT analysis What is the Public Return on Investment from your department/division?
Sustainability) Model How do we sustain ourselves financially? What is our value proposition?	



Part 3

Strategic Issues	Based on the above analysis, what are some of the strategic issues that need to be addressed? How consistent is our Competitive Advantage with our SWOT analysis?
Goals (Using SMART Criteria)	What are 2 or 3 goals that will help your organization address the identified strategic issues? Do goals build on strengths and opportunities? 1. 2.

Part 4

Implementation Plans Action Steps for each goal	What are 8 to 10 action steps that will help you reach each of these goals? These action steps should fit within the SMART criteria.													
Development of Action Plans and Implementation of those plans Quadrants 1 and 2 Action Steps Prioritized and Assigned	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th colspan="3" data-bbox="527 1318 1422 1354">Action Step Priorities</th> </tr> <tr> <th data-bbox="527 1354 836 1390"></th> <th data-bbox="836 1354 1128 1390">Important</th> <th data-bbox="1128 1354 1422 1390">Not as Important</th> </tr> </thead> <tbody> <tr> <td data-bbox="527 1390 836 1638">More Controllable</td> <td data-bbox="836 1390 1128 1638">A</td> <td data-bbox="1128 1390 1422 1638">B</td> </tr> <tr> <td data-bbox="527 1638 836 1873">Less Controllable</td> <td data-bbox="836 1638 1128 1873">C</td> <td data-bbox="1128 1638 1422 1873">D</td> </tr> </tbody> </table>		Action Step Priorities				Important	Not as Important	More Controllable	A	B	Less Controllable	C	D
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<p>Resource Plan</p>	<p>Resources needed and Budget funds requested/available</p>
<p>Monitoring and Evaluation Plans</p> <p>And reassessing strategy and goals.</p>	<p>How are we progressing? Were desired results achieved?</p>

<p>Putting it all Together</p> <p>Are strategies congruent with the vision, Vision and Values</p> <p>Do strategies build on strengths and opportunities?</p>	
<p>Application back on the job</p>	

