

TOOL BOX

STRATEGY CRAFTING TEMPLATE

How will we reach our goals?

Strategies are the means by which goals are achieved. So the next step in the planning process is to develop four to six key strategies for each goal. Strategies are broad directional approaches rather than specific tasks. Strategies focus “how” not “what.”

Lead strategy crafting question...

“What are the major approaches we will take to accomplish our goals?”

Your task:

1. Brainstorm strategies for each goal, remembering that strategies describe a general approach or method; they typically do not describe specific activities or projects. (In our planning hierarchy, activities and projects will become "initiatives.")
2. Select the 4-6 best strategies for each goal using the suitability criteria below to determine if each strategy...
 - Takes advantage of opportunities
 - Defends against threats
 - Builds on strengths
 - Corrects weaknesses
2. Write out each goal and its four to six best strategies on your flip chart. Ask if each strategy is necessary and are all together sufficient to reach each goal.
3. Bring goals and best strategies to the large group and post for presentation.

