

Strategic Planning Initial Questions

Name (optional): _____ Date: _____

1. What is your “mission?” Or, stated differently, why does your organization exist?

2. Who is your organization serving today (people, groups, etc.)? Who should you serve in the future?

3. Regarding your organization currently:

a. What are you doing “right” that should be amplified?

b. What is “wrong” that should be fixed?

c. What is “missing” that needs to be added?

d. What is “confusing” that needs to be clarified?

4. What is your “competitive advantage?” In other words, what does your organization do better than anyone else?

5. If staffing and dollars were not an issue, what would your organization look like in 3 to 5 years? What are 2 or 3 projects, or changes, you would implement immediately in the following areas:

a. Program:

b. Personnel:

c. Property:

6. Additional Comments
