Strategic Planning Process
Rutgers Center for Organizational Leadership

A. Leadership
- Mission, Vision & Values
  - Reference Points: What needs, aspirations, and values does the plan support or advance?
- Stakeholder Perspectives
  - Active Consideration: Whose opinion matters to us, why, and what do they expect or need?
- Environmental Scan & Benchmarking
  - Taking Account: What are the relevant strengths, areas for improvement, and comparison data?

B. Communication
- Themes/Goals
  - The Big Ideas: What we need to do to fulfill the aspirations of the plan?
- Strategies, Priorities, & Action Plans
  - The Work: How will we achieve our goals, and who does what when?

C. Assessment
- Plan Creation & Implementation
  - Documenting, Implementing, & Tracking Progress: How will we pull the pieces together to realize desired results, measure success, and ensure buy-in and support?

D. Culture
- Outcomes & Achievements

E. Follow-Through