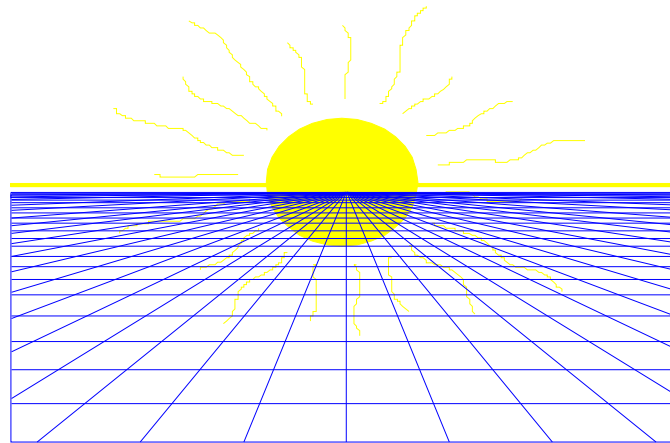


MANAGEWARE



STRATEGIC PLANNING

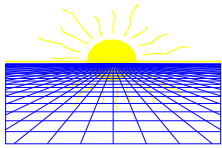


PART II

PROCESS & PLAN COMPONENTS

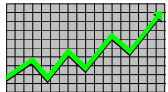
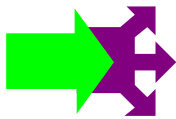
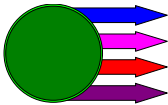
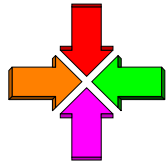
Office of Planning and Budget
Division of Administration
State of Louisiana





**Strategic
Planning**

ANSWERING THE FIVE MANAGEMENT QUESTIONS



APPLYING THE STRATEGIC PLANNING PROCESS, COMPONENT BY COMPONENT

APPLYING THE STRATEGIC
PLANNING PROCESS

Who are we?



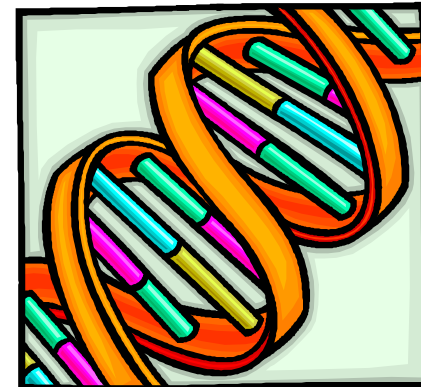
VISION



MISSION

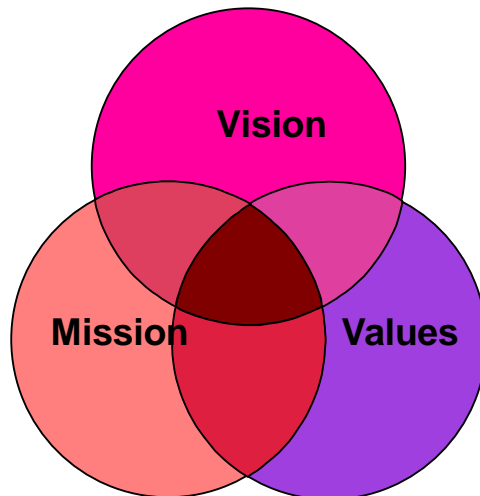


PHILOSOPHY (VALUES)

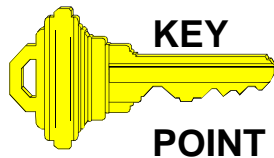


Together, these constitute the organization's unique identity—its organizational DNA.

CRYSTALLIZING THE ORGANIZATION'S IDENTITY



- Linking vision, mission, and values creates a powerful synergy.
- Each is important yet they are codependent.
 - Without a vision, there is no inspiration.
 - However, a vision without a mission is an impractical notion.
 - And a mission without values could lead to an "ends justify means" philosophy.



Crystallizing the organization's identity is a responsibility of leadership but, to be successful, it should be based on input from all.

VISION

**A COMPELLING CONCEPTUAL IMAGE OF THE DESIRED
FUTURE**



**Your visions become your
reality.**

- Star Wars: The Phantom Menace

VISION

A COMPELLING CONCEPTUAL IMAGE OF THE DESIRED FUTURE

A vision statement should be:

- brief and memorable
- inspiring and challenging
- descriptive of the ideal
- descriptive of future service levels
- extraordinary but authentic
- appealing to everyone in the organization and to customers and other stakeholders

APPLYING THE STRATEGIC
PLANNING PROCESS

INSPIRING VISIONS

To be a low cost producer of the highest quality products and services that provide the best customer value.

Ford Motor Company

North Carolina will be a desirable place to live a productive, rewarding and satisfying life. Its people will have a shared sense of place, stewardship and values.

Commission for a Competitive North Carolina

To provide innovative and creative leadership focused on outcomes and improvements that promote a new image for Louisiana.

Louisiana Division of Administration

Minnesota's economic activity will create wealth and provide a good standard of living for all our people.

Minnesota Milestones

MISSION

A BROAD, COMPREHENSIVE STATEMENT OF PURPOSE

The mission identifies what an organization does and for whom it does it. That is, it describes an organization's products or services and its customers.

The mission is all encompassing and rarely changes. It is the ultimate rationale for the existence of the organization.



A well-written mission statement:

- Identifies purpose but not process.
- Identifies customers or users of the organization's products.
- Identifies services or products provided by the organization.
- Is clear and succinct.

MEANINGFUL MISSION STATEMENTS

EXAMPLES:

The Alliance for Youth, led by General Colin Powell, is dedicated to mobilizing individuals, groups and organizations from every part of American life to build and strengthen the character and competence of our youth.

- America's Promise

California Literacy, Inc. is a non-profit, volunteer assisted, educational organization which provides statewide leadership to new and existing literacy programs and their students by offering diverse training, resources, consultation, and advocacy to help people gain the literacy skills they need to participate more effectively in society.

- California Literacy Incorporated

The mission of the Education Commission of the States is to help state leaders develop and carry out policies that promote improved performance of the education system.

- Education Commission of the States

MEANINGFUL MISSION STATEMENTS

LOUISIANA:

“The mission of the Department of Environmental Quality is to maintain a healthful and safe environment for the people of Louisiana.”

“The mission of the Department of Health and Hospitals is to protect and promote health and to ensure access to medical, preventive, and rehabilitative services for all citizens of the State of Louisiana.”