

Strategic Planning

Strategic planning is a practical process to help you adapt products, services, and activities to the needs of the population your program serves.

Strategic planning includes six steps:

1. Prepare
2. Assess
3. Create
4. Communicate
5. Implement
6. Evaluate



PROGRAM SUCCESS

FOR MORE INFORMATION

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STEP 1: Prepare

The Prepare Step lays a foundation for the strategic planning process.



Evaluation Technical Assistance

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At the end of the **Prepare Step** you should have:

- ✓ Established the purpose of your strategic plan
- ✓ Formed a strategic planning workgroup
- ✓ Identified the data you need to inform the strategic planning process



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STEP 2: Assess

The Assess Step is the process through which the strategic planning workgroup reviews and analyzes program-related data.



At the end of the **Assess Step** you should have:

- ✓ Completed an analysis of the internal and external environment of your program by conducting an analysis of your agency's strengths, weaknesses, opportunities, and threats (SWOTs).



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STEP 3: Create

In the Create Step, you will develop and write the five-year strategic plan.



At the end of the **Create Step** you should have:

- ✓ Prioritized program strategies
- ✓ A revised five-year program logic model
- ✓ An aligned annual workplan
- ✓ A communication process
- ✓ An implementation process
- ✓ An evaluation process
- ✓ A document describing the completed strategic plan



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STEP 4: Communicate

The Communicate Step involves sharing information about the strategic plan in ways that make the plan understandable and useful to stakeholders.



At the end of the **Communicate Step** you should have:

- ✓ Various communication messages and products that you disseminate each year to inform stakeholders about your strategic plan.



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STEP 5: Implement

In the Implement Step, the strategies in your strategic plan are put into action.



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At the end of the **Implement Step**:

- ✓ Your program will have accomplished the strategies outlined in the strategic plan and the various workplan activities associated with these strategies.



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STEP 6: Evaluate

In the Evaluate step, you evaluate your implementation of the strategic plan and your program activities to monitor how the five-year strategic plan is progressing.



At the end of the **Evaluate Step** you should have:

- ✓ A summary of overall progress in implementing the five-year strategic plan based on the annual evaluation data you collected.

Strategic Planning Benefits

Improved:

- Program performance
- Use of resources
- Understanding of program context
- Decision making
- Stakeholder communication
- Political support for your program



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Tools You Can Use

A strategic planning kit with information, worksheets, and tools for navigating the strategic planning process can be downloaded from the CDC DASH website:

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