

Strategic Planning

The reality confronting local governments today is that achieving a balanced budget within the current fiscal climate is anything but business as usual. Dramatic reductions in available resources require local government managers and elected leaders alike to think and act more strategically than ever before. Acting strategically requires a plan that provides a solid understanding of the organization's current position and a clear and compelling picture of where to go in the future. A well-designed strategic plan provides organizational direction, helps set priorities, assists with budgeting and resource allocation, and improves overall organizational effectiveness, accountability and decision making.

The Process

Springsted has designed an award-winning process for strategic planning that answers three questions:

1. Where are you now?
2. Where do you want to go?
3. How will you get there?

The process has a proven track record for producing high quality results. Many consider strategic planning to be a long and arduous process. Using our model, however, clients describe the strategic planning process as being uncomplicated, efficient and productive. The process emphasizes citizen, staff and stakeholder involvement to ensure development of a plan that is responsive to a variety of needs and expectations.

The Expected Outcomes

As a result of using the Springsted strategic planning process, clients can expect the following outcomes:

- Analysis of the organization's strengths, weaknesses, opportunities and threats (SWOT)
- Identification of the critical issues facing the organization
- A list of products/services and key customers
- A mission statement
- A set of defined organizational values
- A vision statement
- Key goals, objectives and initiatives for the organization
- A list of performance measures to track and monitor progress on the plan
- Guidance on effective implementation of the plan

If you are interested in discussing the strategic planning process using the Springsted model, we would welcome the opportunity to meet for an initial consultation at no charge. From that discussion, we would then create a proposal and cost estimate tailored to meet your specific strategic planning needs.



Organizational Management and Human Resources Services

Planning & Strategy

- Community Surveys
- Facilitation
- Organizational Improvement Studies
- Resource Sharing Through Intergovernmental Cooperation
- Strategic Planning

Managing & Performance

- Compensation and Benefit Systems
- Performance Evaluation Studies
- Personnel Policies
- Position Classification and Evaluation Studies