

STRATEGIC PLAN WORKSHEET

VISION STATEMENT

A vision statement expresses the ultimate aspiration of the organization. It creates a clear picture of the results you desire if your strategic plan activities are implemented.

MISSION STATEMENT

A mission statement should indicate an organization's reason for existing. The statement should be concise and answer what you do, for whom you do it, and the benefit of doing what you do.

STRATEGIC PLAN WORKSHEET

GOAL: _____

Goals are broad long-term aims that define accomplishment of the mission. Use action verbs such as Develop, Enhance, Expand, Extend, Improve, Maintain, Maximize, Promote, and Provide.

Objectives (How do we measure our success?)

Objectives are specific, quantifiable, realistic targets that measure the accomplishment of a goal over a specified period of time. Use result verbs such as Achieve, Acquire, Attain, Complete, Decrease, Have, Increase, Maximize, and Reduce.

1. _____

2. _____

3. _____

Critical Success Factors (What must go right?)

Critical Success Factors are major items or issues that must "go right" to achieve one or more objectives.

1. _____

2. _____

3. _____

4. _____

STRATEGIC PLAN WORKSHEET - continued

Barriers (What could hinder your success?)

Barriers are existing or potential challenges that could hinder the achievement of one or more objectives.

1. _____

2. _____

3. _____

4. _____

Strategies (How will we achieve the goal?)

Strategies are broad activities required to achieve an objective, control a critical success factor, or overcome a barrier. Use action verbs such as Create, Develop, Distribute, Establish, Generate, Hold, Implement, Revise, and Utilize.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

ACTION PLAN

GOAL: _____

Actions

Actions are specific steps to be taken, by whom, and by when, to implement a strategy. Use action verbs such as Assemble, Assess, Analyze, Collect, Develop, Evaluate, Gather, Hold, Implement, and Meet.

Opportunity/Task (What?)

Responsible Party (Who?)

Target Date (When?)

1. _____ _____ _____		
2. _____ _____ _____		
3. _____ _____ _____		
4. _____ _____ _____		
5. _____ _____		

Strategic Planning Verbs

Goal Statement Verbs

- Develop
- Enhance
- Enlarge
- Expand
- Extend
- Improve
- Maintain
- Maximize
- Promote
- Provide

Strategies Verbs (Action)

- Create
- Develop
- Distribute
- Establish
- Generate
- Hold
- Implement
- Revise
- Utilize

Objective Verbs (Results)

- Achieve
- Acquire
- Attain
- Become
- Build
- Complete
- Control
- Decrease
- Have
- Increase
- Maximize
- Own
- Reduce
- Retain

Action Verbs

- Assemble
- Assess
- Analyze
- Collect
- Develop
- Evaluate
- Gather
- Hold
- Implement
- Meet

STRATEGIC OUTCOMES/ACTIVITIES

The following list (which is by no means complete) offers organizations some action verbs that can be used to begin to think about strategies.

Resource or Function

Strategic Activities

*Program or Service
Development or
Delivery*

*Offer new/innovative
Enhance quality of
Develop
Diversify
Produce more
Retrench
Joint venture
Coordinate*

Income

*Increase
Decrease
Divest*

Markets

*Expand
Penetrate
Divest
Diversify
Specialize
Analyze
Segment*

Personnel

*Hire new
Terminate
Enrich jobs
Rotate
Train
Reassign*

Communications

*Educate
Inform
Persuade*

STRATEGIC OUTCOMES/ACTIVITIES
(CON'T)

Information

*Research
Develop*

Leadership

*Change
Expand
Include*

Technology

*Develop
Invest
Divest*

Facilities

*Expand
Relocate
Divest
Build*

*Organization (radical
change)*

*Reorient
Turn around
Revitalize
Transform*

Organization (no

Mainta

ACTION VERBS

1. Absorb
2. Abstract
3. Accelerate
4. Access
5. Accommodate
6. Accomplish
7. Accrue
8. Accumulate
9. Achieve
10. Acquire
11. Act
12. Activate
13. Adapt
14. Add
15. Address
16. Adjust
17. Administer
18. Advertise
19. Advise
20. Advocate
21. Affirm
22. Aid
23. Aide
24. Alert
25. Align
26. Allocate
27. Amend
28. Analyze
29. Answer
30. Anticipate
31. Apply
32. Appoint
33. Appraise
34. Approve
35. Arbitrate
36. Arrange
37. Arranged
38. Articulate
39. Ascertain
40. Assemble
41. Assess
42. Assign
43. Assist
44. Assume
45. Attain
46. Attend
47. Attract
48. Audit
49. Augment
50. Author
51. Authorize
52. Automate
53. Avert
54. Award
55. Balance
56. Bargain
57. Begin
58. Bolster
59. Boost
60. Bought
61. Brief
62. Bring
63. Broadcast
64. Broaden
65. Budget
66. Build
67. Calculate
68. Calibrate
69. Campaign
70. Canvass
71. Capture
72. Care
73. Catalog
74. Categorize
75. Cater
76. Cause
77. Centralize
78. Certify
79. Chair
80. Change
81. Chart
82. Check
83. Choose
84. Clarify
85. Classify
86. Coach
87. Code
88. Collaborate
89. Collate
90. Collect
91. Combine
92. Comfort
93. Commence
94. Communicate
95. Compare
96. Compile
97. Complete
98. Comply
99. Compose
100. Compute
101. Conceive
102. Conceptualize
103. Conciliate
104. Conclude
105. Condense
106. Conduct
107. Confer
108. Configure
109. Confirm
110. Connect
111. Conserve
112. Consider
113. Consolidate
114. Construct
115. Consult
116. Contact
117. Continue
118. Contract
119. Contribute
120. Control

121.	Convert	163.	Diagram	205.	Establish
122.	Convey	164.	Differentiate	206.	Estimate
123.	Convince	165.	Direct	207.	Evaluate
124.	Cooperate	166.	Discharge	208.	Examine
125.	Coordinate	167.	Disclose	209.	Exchange
126.	Copy	168.	Discover	210.	Execute
127.	Correct	169.	Discriminate	211.	Exercise
128.	Correlate	170.	Discuss	212.	Exhibit
129.	Correspond	171.	Dispatch	213.	Expand
130.	Counsel	172.	Dispense	214.	Expedite
131.	Create	173.	Display	215.	Experiment
132.	Critique	174.	Dissect	216.	Explain
133.	Cultivate	175.	Disseminate	217.	Explore
134.	Customize	176.	Distinguish	218.	Express
135.	Dealt with	177.	Distribute	219.	Extend
136.	Debate	178.	Diversify	220.	Extract
137.	Debug	179.	Document	221.	Extrapolate
138.	Decide	180.	Draft	222.	Fabricate
139.	Declare	181.	Draw	223.	Facilitate
140.	Decline	182.	Earn	224.	Familiarize
141.	Decorate	183.	Edit	225.	Fashion
142.	Decrease	184.	Educate	226.	File
143.	Dedicate	185.	Effect	227.	Filter
144.	Deduce	186.	Elect	228.	Finalize
145.	Defend	187.	Elicit	229.	Finance
146.	Defer	188.	Eliminate	230.	Fine-tune
147.	Define	189.	Emphasize	231.	Fix
148.	Delegate	190.	Employ	232.	Focus
149.	Deliver	191.	Enable	233.	Forecast
150.	Demonstrate	192.	Encourage	234.	Formulate
151.	Depict	193.	Enforce	235.	Fortify
152.	Depreciate	194.	Engineer	236.	Forward
153.	Derive	195.	Enhance	237.	Foster
154.	Describe	196.	Enlarge	238.	Found
155.	Design	197.	Enlighten	239.	Frame
156.	Detail	198.	Enlist	240.	Fund
157.	Detect	199.	Enrich	241.	Furnish
158.	Determine	200.	Ensure	242.	Further
159.	Develop	201.	Enter	243.	Gain
160.	Devise	202.	Entertain	244.	Gather
161.	Devote	203.	Enumerate	245.	Gauge
162.	Diagnose	204.	Equip	246.	Generate

247.	Govern	289.	Investigate	331.	Moderate
248.	Grade	290.	Involve	332.	Modernize
249.	Graduate	291.	Itemize	333.	Modify
250.	Grant	292.	Join	334.	Monitor
251.	Greet	293.	Judge	335.	Motivate
252.	Guide	294.	Justify	336.	Motivate
253.	Handle	295.	Label	337.	Narrate
254.	Head	296.	Launch	338.	Navigate
255.	Help	297.	Lead	339.	Negotiate
256.	Highlight	298.	Learn	340.	Notify
257.	Hire	299.	Lecture	341.	Nurse
258.	Host	300.	Led	342.	Nurture
259.	Identify	301.	Lessen	343.	Observe
260.	Illustrate	302.	License	344.	Obtain
261.	Impart	303.	Lift	345.	Officiate
262.	Implement	304.	Lighten	346.	Offset
263.	Import	305.	Link	347.	Open
264.	Improve	306.	Liquidate	348.	Operate
265.	Improvise	307.	List	349.	Orchestrate
266.	Incorporate	308.	Listen	350.	Order
267.	Increase	309.	Litigate	351.	Organize
268.	Index	310.	Lobby	352.	Orient
269.	Individualize	311.	Localize	353.	Orientate
270.	Influence	312.	Locate	354.	Originate
271.	Inform	313.	Log	355.	Outline
272.	Initiate	314.	Maintain	356.	Outpace
273.	Innovate	315.	Manage	357.	Outperform
274.	Inspect	316.	Manipulate	358.	Overhaul
275.	Inspire	317.	Manufacture	359.	Oversee
276.	Install	318.	Map	360.	Package
277.	Institute	319.	Market	361.	Participate
278.	Instruct	320.	Master	362.	Perceive
279.	Insure	321.	Maximize	363.	Perfect
280.	Integrate	322.	Measure	364.	Perform
281.	Interact	323.	Mechanize	365.	Persuade
282.	Interface	324.	Mediate	366.	Photograph
283.	Interpret	325.	Mentor	367.	Pilot
284.	Intervene	326.	Merge	368.	Pioneer
285.	Interview	327.	Methodize	369.	Plan
286.	Introduce	328.	Minimize	370.	Practice
287.	Invent	329.	Mobilize	371.	Predict
288.	Inventory	330.	Model	372.	Prepare

373.	Present	415.	Register	457.	Select
374.	Preserve	416.	Regulate	458.	Send
375.	Preside	417.	Rehabilitate	459.	Serve
376.	Prevent	418.	Reinforce	460.	Service
377.	Print	419.	Relate	461.	Set goals
378.	Prioritize	420.	Related	462.	Set up
379.	Probe	421.	Release	463.	Settle
380.	Process	422.	Remodel	464.	Shape
381.	Produce	423.	Render	465.	Share
382.	Program	424.	Renew	466.	Show
383.	Project	425.	Reorganize	467.	Showcase
384.	Promote	426.	Repair	468.	Simplify
385.	Propose	427.	Replace	469.	Simulate
386.	Prospect	428.	Report	470.	Sketch
387.	Prove	429.	Represent	471.	Sold
388.	Provide	430.	Research	472.	Solicit
389.	Publicize	431.	Reserve	473.	Solve
390.	Publish	432.	Resolve	474.	Sort
391.	Purchase	433.	Respond	475.	Speak
392.	Pursue	434.	Restore	476.	Spearhead
393.	Qualify	435.	Restrict	477.	Specialize
394.	Quantify	436.	Restructure	478.	Specify
395.	Quote	437.	Retain	479.	Spoke
396.	Raise	438.	Retrieve	480.	Sponsor
397.	Rank	439.	Revamp	481.	Staff
398.	Rate	440.	Reveal	482.	Stage
399.	Reach	441.	Review	483.	Standardize
400.	Read	442.	Revise	484.	Start
401.	Reason	443.	Revitalize	485.	Stimulate
402.	Recall	444.	Route	486.	Straighten
403.	Receive	445.	Run	487.	Strategize
404.	Recognize	446.	Sample	488.	Streamline
405.	Recommend	447.	Save	489.	Strengthen
406.	Reconcile	448.	Scan	490.	Structure
407.	Record	449.	Schedule	491.	Study
408.	Recreate	450.	Screen	492.	Submit
409.	Recruit	451.	Script	493.	Substantiate
410.	Rectify	452.	Scrutinize	494.	Substitute
411.	Reduce	453.	Search	495.	Succeed
412.	Refer	454.	Secure	496.	Suggest
413.	Refine	455.	Segment	497.	Suggest
414.	Refocus	456.	Seize	498.	Summarize

499.	Supervise	541.	Unveil
500.	Supply	542.	Update
501.	Support	543.	Upgrade
502.	Surpass	544.	Uphold
503.	Survey	545.	Use
504.	Sustain	546.	Utilize
505.	Symbolize	547.	Utilize
506.	Synthesize	548.	Validate
507.	Systematize	549.	Value
508.	Tabulate	550.	Verify
509.	Tail	551.	View
510.	Target	552.	Visit
511.	Taught	553.	Visualize
512.	Teach	554.	Vitalize
513.	Tend	555.	Volunteer
514.	Terminate	556.	Watch
515.	Test	557.	Weigh
516.	Theorize	558.	Widen
517.	Time	559.	Win
518.	Tour	560.	Withdraw
519.	Trace	561.	Witness
520.	Track	562.	Write
521.	Trade	563.	Yield
522.	Train		
523.	Transact		
524.	Transcribe		
525.	Transfer		
526.	Transform		
527.	Translate		
528.	Translate		
529.	Transmit		
530.	Transport		
531.	Transpose		
532.	Travel		
533.	Treat		
534.	Triple		
535.	Troubleshoot		
536.	Tutor		
537.	Uncover		
538.	Undertake		
539.	Unify		
540.	Unite		