



STRATEGIC PLANNING

NAVIGATE YOUR ORGANIZATION INTO THE
FUTURE

HUELIFE | A HUMAN UNDERSTANDING & ENGAGEMENT COMPANY

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Why Strategic Planning?

A leading cause of delays, overspending, wasted time, rework, disengagement and confusion is not having a clear strategic plan. With little or no established consensus on where the organization is headed, it will wander aimlessly with employees confused about work priorities.

THE HUELIFE APPROACH

HueLife specializes in working with organizations to engage, collaborate, innovate and change for the greater good. We have a team of certified facilitators experienced in designing and facilitating strategic planning sessions that engage and empower participants. We accommodate multiple learning and engagement styles to ensure a rewarding experience for everyone involved.

The HueLife Facilitation Team will use an approach to strategic planning that will enable your organization to identify priorities, develop meaningful strategies that are inclusive of staff and stakeholders, and build an implementation and action plan with a timeline, ownership and measures of success.

A strategic plan is an excellent step in creating a growth strategy that addresses people, process and systems.



OUR STRATEGIC PLANNING BENEFITS



Sets direction & establishes priorities

The plan will set an inspirational vision for the community, define success and prioritize the activities that will make this view a reality.

Provides direction to move to action



The strategic plan will help staff, volunteers, and council prioritize what should be worked on and what should be shelved.

Drives organizational alignment



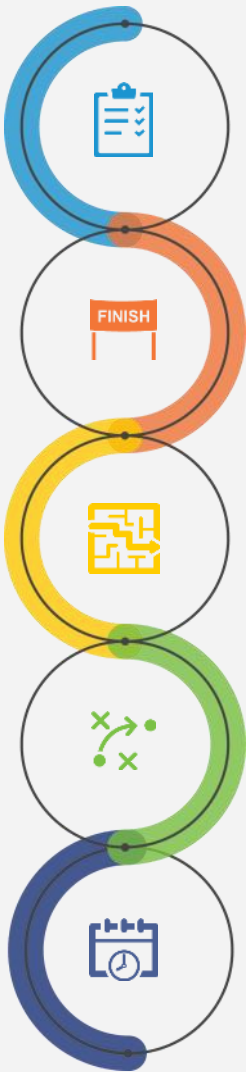
A strategic plan isn't just a document to keep everyone on track. Having everyone participate in the strategic planning process fosters collegiality and creates an opportunity for discussion on the direction of the organization.

Communicates your message

Inspire confidence and engage with residents. Sharing in the creation of the plan and making intentions easy to understand and track will result in higher trust and sense of community.



5 Step STRATEGIC PLANNING PROCESS



- 1 COLLECT ENVIRONMENTAL SCAN DATA**
 Gather relevant factual data such as organizational history, accomplishments, trends, and subjective data from individuals.

- 2 MAP OUT THE PRACTICAL VISION**
 Chart a vision that is a practical picture of the desired future.

- 3 ANALYZE THE UNDERLYING CONTRADICTIONS**
 Uncover the underlying obstacles or issues that are preventing the vision from becoming reality.

- 4 SET THE STRATEGIC DIRECTIONS**
 Develop strategies that can address the obstacles and move towards the vision.

- 5 ESTABLISH THE IMPLEMENTATION TIMELINE**
 Determine substantial actions that can be accomplished to carry out the strategy areas, create a realistic timeline, as well as detailed implementation steps to move forward.

LEADING ORGANIZATIONS USE THE HUELIFE PROCESS







THE WORLD BANK





Different places in time, organization readiness, and urgency reveal different needs and approaches. We will design an approach that will work with your unique situation. The summary below offers a variety of engagements, ranging from direct goal setting in a short time period, to initiatives that include a community-wide event that spans months and includes several layers of engagement.

Product	1 or 2-year Goal Setting	Complete Strategic Plan	Community Aided Complete Strategic Plan
TIME 	1 day prep time <ul style="list-style-type: none"> Review community trends and artifacts Review previous goals Develop retreat agenda Prepare materials 4-6 hours on Site Retreat	1-2 days prep time <ul style="list-style-type: none"> Review community trends and artifacts Review previous goals/strategic plans Develop retreat agenda Prepare materials 2-Day Retreat	1 Week – 2 Months Prep <ul style="list-style-type: none"> Meet with Citizens Hold community forums Online community survey Interview Council/Staff Review organization capacity Preliminary Findings Report to the Elected 2-Day Capstone Retreat 1-Day action planning review with staff
WHO 	Elected Officials/Key Staff	Elected Officials/Key Staff + Commissions	Elected Officials/Key Staff / commissions + Community members/ Students/ Civic Organizations / businesses/etc.
WHAT 	One-day retreat designed to evaluate immediate needs of the organization and community and develop a work plan.	2-Day retreat designed to identify the Mission/Vision, and direction of the organization and community. Create action plan for implementation.	Community-wide engagement process and a planning event designed to include multiple stakeholders perspective and ideas in generating a community vision and action plan.
OUTCOMES 	1. 1-2 year goals identified and prioritized 2. Tasks and Assignments	1. Mission of Organization/Community 2. Vision of the Future 3. Goals and Tasks 4. Assignments/Milestones 5. Calendar of Events 6. Success Criteria	1. Active and Engaged Citizens 2. Mission 3. Vision of the Future 4. Goals to reaching Vision 5. Tasks 6. Assignments/ Milestones 7. Calendar of Events 8. Performance Review/realign 9. Success Criteria

FEES

• \$1,500 - \$3,500

• \$4,500 - \$8,000

• \$10,000 - \$50,000



Now Contact us

If you need help with a tough challenge that involves human beings, contact HueLife.



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HueLife is approved to provide services to local and federal governments under these service codes:

- NAICS 611430 Professional Development
- NAICS 541618 Management Consulting
- Federal Contract: 47QRAA18D002T