



**WELCOME TO:**  
*8 Steps to  
Successful Strategic Planning*

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# Summary

- 1. Executive Summary**, macro-level overview of the Strategic Plan (Prov. 16:3)
- 2. Mission & Vision**, what you are doing and where you are going (Hab. 2:2-3)
- 3. Situation Analysis**, SWOT, primary/secondary, qualitative/quantitative (2 Thess. 3:16)
- 4. Marketing Plan**, Price, Product, Place, Promotion, & Platform (Matt. 4:19)
- 5. Operations Plan**, Go-to-business model and implementation / execution plan (1 Cor. 12:6)
- 6. Management & Organization Plan**, leadership, human resources, org chart (Romans 13:1-2)
- 7. Financial Plan**, drive Performance, Productivity, Bottom-Line Profitability (Deut. 8:18)
- 8. Evaluation Plan**, qualitative and quantitative assessment (John 17:4)

# Thank You! Q & A

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