

Strategic Planning Overview

Facilitator



Aaron D. Wolowiec, CAE, CMP, CTF/MT, CDP is a certified facilitator, as well as an association author, speaker, and strategist. He designs intentional and engaging multimodal experiences for association stakeholders, resulting in meaningful dialogue, group consensus, and focused implementation. As the CEO of Event Garde, Aaron is a serial learner and entrepreneur who is nationally recognized for his facilitation work with boards, learners, members, staff, and volunteers.

Part 1: Environmental Assessment

Event Garde will design and implement an environmental assessment (e.g., surveys and interviews); review and aggregate insights into a top-level summary for validation by association leaders; and then use this summary to kick-off the strategic planning session outlined in Part 2.

Part 2: Strategic Planning

The strategic planning session will unfold in the following three steps:

| <i>Practical Vision</i> | <i>Underlying Contradictions</i> | <i>Strategic Directions</i> |
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| Stakeholders will work to identify the current vision of the organization. Event Garde will lead a discussion about what the organization hopes to see in place in the next three to five years because of their efforts. The vision becomes the foundation upon which the rest of the strategic planning process builds. | An important component of strategic planning is understanding what barriers may get in the way of achieving your stated vision. This step in the process is a unique approach that explores the possible self-imposed blocks and root causes of those blocks to fully prepare to mitigate those moving forward. | Stakeholders will identify the practical actions that will deal with the contradictions identified and move the organization toward its vision. During this step, we will identify a range of creative actions that will inform focused strategies. With the vision in mind, and being prepared to mitigate what might prevent success, strategies are identified to carry the organization forward. |

Part 3: Focused Implementation

Finally, we conclude by identifying what measurable actions must be taken over the next year that will implement the strategic directions. In this workshop, the staff and other key stakeholders identify the specific measurable milestones (e.g., projects, events) that will implement the strategic directions developed in Part 2. The group begins by planning the first year of actions with an eye toward first-year accomplishments; first-year calendar and assignments (by quarter); and 90-day implementation steps for first-quarter actions.