

Strategic Planning for Counties

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Who Is PSC?

- Women-owned small business focusing on public policy research and consulting
- Based in Lansing, Michigan
- Develops innovative and actionable solutions to complex issues in health and human services, talent and economics, community development, energy, environment, and education
- Specializes in strategy, facilitation, research, implementation, and evaluation



What Is a Strategic Plan?

- Where are we? Where are we going? How do we get there?
- Defining your path in the current/coming environment
- Allowing time to plan and move big rocks

Benefits of a Strategic Plan

- Assessment
- Agreement
- Alignment
- Attention

How to Develop a Strategic Plan

- Define your process
- Possible elements of a plan
 - Mission/vision
 - Values
 - Goals
 - Strategies/objectives
 - Activities

Putting Your Plan to Use

- Action Planning
- Measuring and accountability
 - Specific, measurable, attainable, responsible person, time specific (SMART) goals
- Aligning with departmental plans
- Using the plan as a management tool
- Maintaining focus
- Reviewing the plan consistently

Words of Caution

- Implementation takes time
- Share the plan/integrate it into your work
- Don't manage daily tasks
- Keep it simple—don't overwhelm
- Make it meaningful
- Update it regularly—have a process
- Keep people accountable and empower them
- Don't plan a plan to plan

Getting Started

- Plans can take all shapes/sizes
- Take time to build it—process is important
- Don't let jargon stand in your way



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