



# Strategic Planning for Lodges

## A Plan in 50 Minutes x 3

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# Agenda



## Introduction to Planning

### Four Sections: Instruction - Plan Time - Share

- **Mission/Vision – 10 – 10 – 10**
- **Environmental Assessment 15 – 15 – 15**
- **Goal Setting – 10 – 10 – 10**
- **Objectives 15 – 15 – 15**

## Wrap-Up

# Plan for Planning



- **FOCUS:** Mission and Vision Statements
- **FOLLOWING WINDS** and **POTENTIAL FISSURES:**  
Identifying Strengths, Weaknesses, Opportunities and Threats
- **FINDING THE WAY:** Goal Setting
- **FITTING THE PIECES:** Develop Intermediate Objectives
- **FINISHING WELL:** (homework) Communicate, Assign, Execute

# Lodge Focus

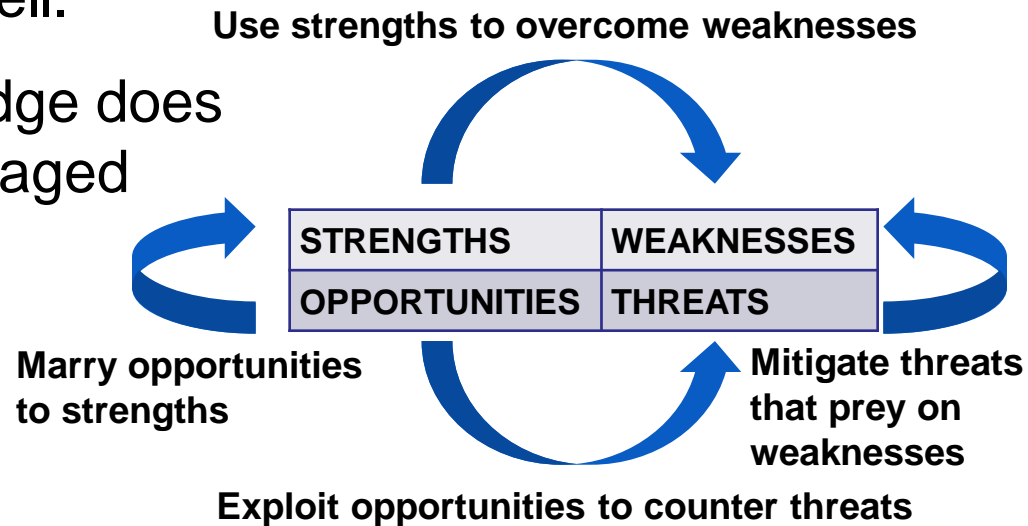


- **Mission Statement:** The purpose of my lodge is to provide <service> to <group> and/or <benefit> to <recipients> and/or <value> to <entity>.
- **Vision Statement:** To ensure my lodge succeeds over the next 5 to 10 years at our Mission, and there were no real limitations as far as money, people, logistics, I'd like to see <your vision> happen.

# Lodge Environment



- **Strengths** – What you do well.
- **Weaknesses** – What the lodge does poorly or makes it disadvantaged
- **Opportunities** – Untapped resources you can use
- **Threats** – Lurking problems that can derail your plans



# Stake in the Distance



- **Goals** – In order to serve <group/recipients/entity> with better <service/benefit/value>, we need to accomplish <one goal as stated in your Vision> by <timeframe>.
- Repeat for each goal needed to accomplish your Vision
- Maximum three Goals

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*“I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the Moon and returning him safely to the Earth.” JFK May 1961*

# Manageable Details



Begin to break the Goal into manageable pieces. Each piece:

- **Specific** – Understood by all what is to be done
- **Measureable** – The end state or completion criteria
- **Achievable** – Even a “slim chance” is still possible
- **Relevant** – A required part of reaching the goal
- **Time Bound** – Set specific end date for this building block

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**Apollo 7 – Earth Orbit: Test Command Module operation**

**Apollo 8 – Lunar Orbit: Test components, return lunar photos**

**Apollo 9 – Earth Orbit: Test Lunar Module functions**

**Apollo 10 – Lunar Orbit: Final dress rehearsal**

**Apollo 11 – Lunar Landing and safe return to Earth**

# Taking it Home



- Flesh-out the plan
- Communicate the plan
- Get people involved
- I say again, “Communicate the plan!”
- Regroup on stumbling blocks and adjust
- Did I mention “Communicate the plan?”
- Celebrate successes along the way