CRENSHAW'S FIVE ELEMENTS OF STRATEGIC PLANNING

Assess

What are your needs and desired innovations? What does your data say? What does research say?

Design Your Process

What is the timeline of the strategic planning process? Who will participate? What is the scope of work? Who makes the decisions?

Engage Your Stakeholders

Who are YOUR stakeholders? How often will solicit feedback from stakeholders? How will you maintain transparent communication to stakeholders throughout the planning process?

Publish and Prioritize

At which intervals will you publish interim reports of the planning process? How will you publish your final report? How will you prioritize the action steps to create an implementation timeline?

Implement

Design a change management strategy. Dive into the work based on your plan priorities. Monitor your implementation progress.