

STRATEGIC PLANNING IN D9685

PDG Ian Scott



APPETISER

For my Club to be successful, we must be especially good at the following activities...”

1. _____

2. _____

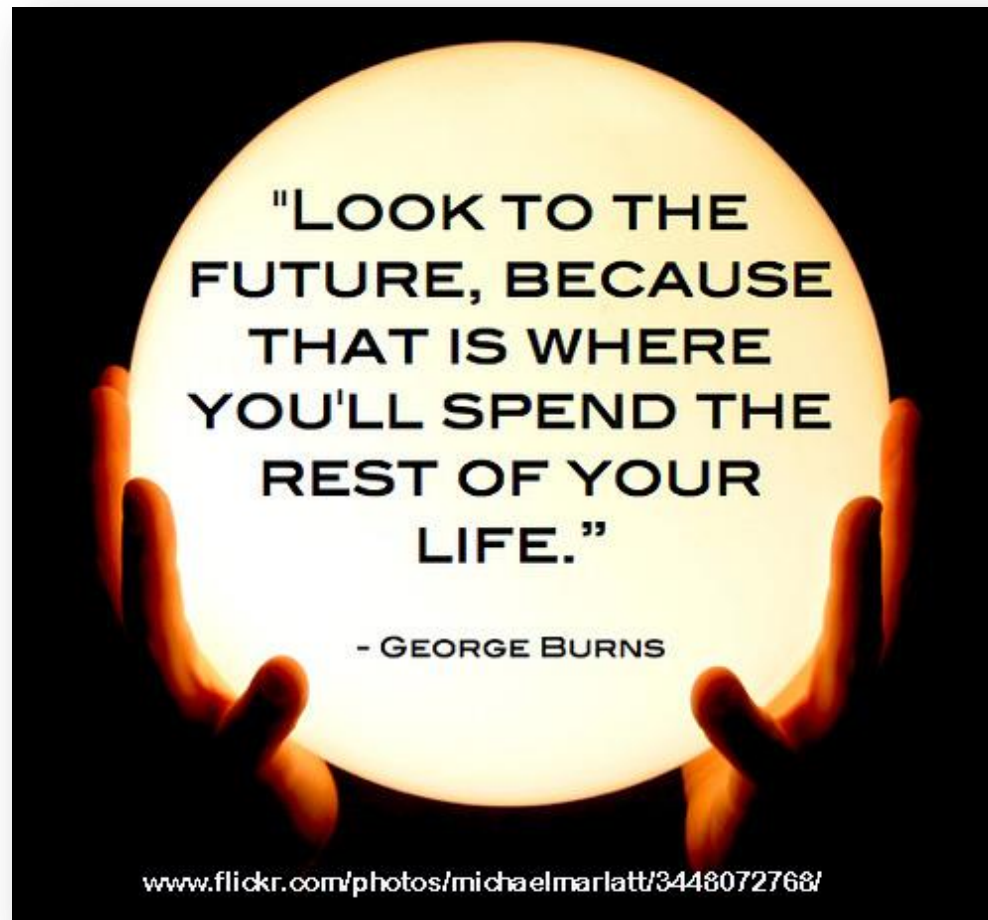
3. _____



WHAT IS ... STRATEGIC? PLANNING?



STRATEGIC PLANNING



STRATEGIC PLANNING

***“A goal without a plan is
just a wish”***

Antoine de Saint-Exupry



STRATEGIC PLANNING

is useless



STRATEGIC PLANNING

is useless
without

STRATEGIC THINKING



STRATEGIC PLANNING

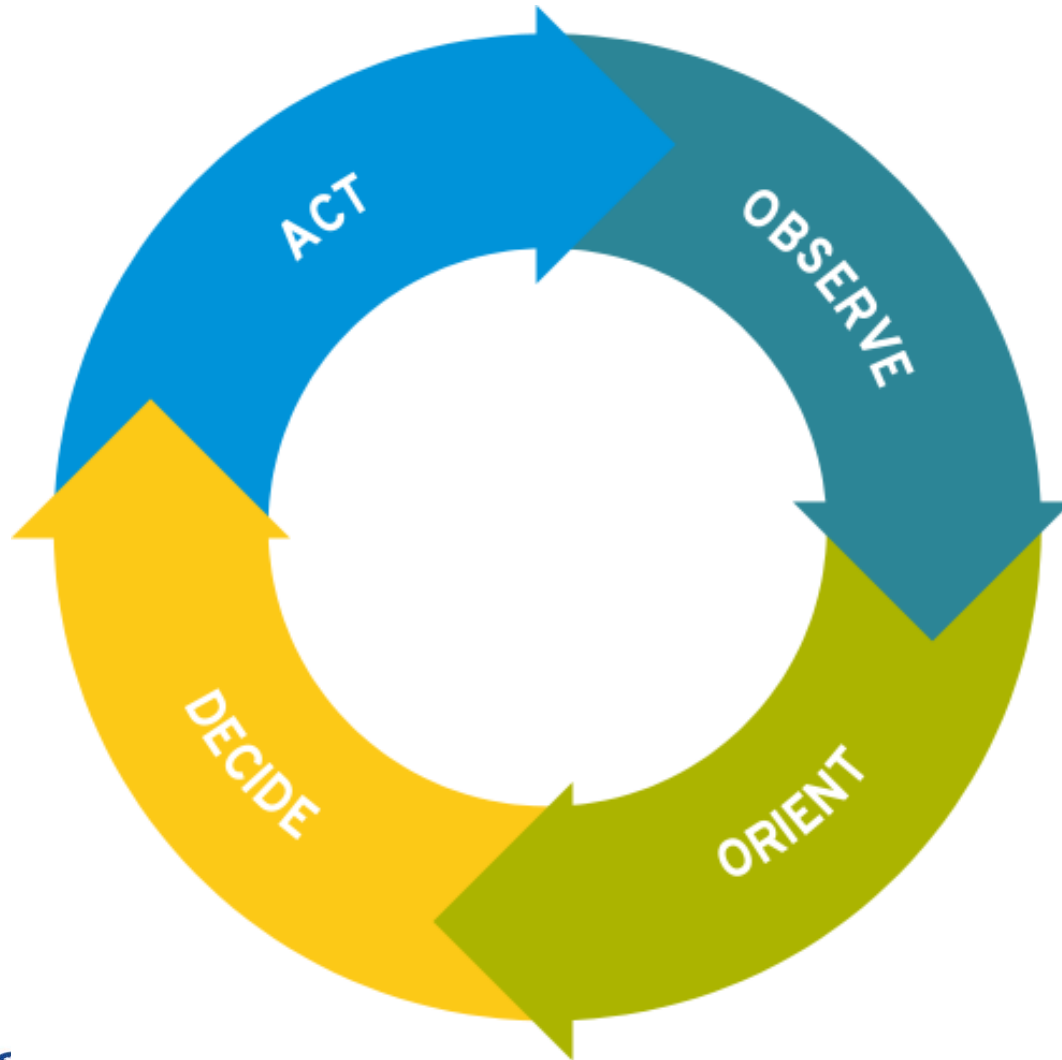
is useless
without

STRATEGIC THINKING and

STRATEGIC MANAGEMENT



OODA LOOP



ELEMENTS OF A STRATEGIC PLAN

- **MISSION or CORE PURPOSE**
- **VALUES or BELIEFS**
- **VISION**
- **ORGANISATION - WIDE STRATEGIES**
- **STRATEGIC PRIORITIES or GOALS**
- **SPECIFIC GOALS AND ACTIONS**



MISSION

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.



CORE VALUES

- FELLOWSHIP AND GLOBAL UNDERSTANDING
- ETHICS AND INTEGRITY
- DIVERSITY
- VOCATIONAL EXPERTISE, SERVICE, AND LEADERSHIP

RI STRATEGIC PRIORITIES

- Support and strengthen clubs
- Focus and increase humanitarian service
- Enhance public image and awareness

16 enduring goals relating to these priorities



Our mission, values and strategic goals are the same as RI.

Our strategic priorities are more detailed and we have Actions listed with; Responsible person, Timeframe and Outcome sought – some of these are your responsibility.

We have annual goals that each DG will elaborate in that Rotary Year.

SUPPORT AND STRENGTHEN CLUBS – ANNUAL GOALS

- Two new Clubs per year
- One new Rotaract Club per year
- Five new Interact Clubs per year
- 25% women members within three years
- Measure diversity of District Members and aim to set targets



FOCUS AND INCREASE HUMANITARIAN SERVICE – ANNUAL GOALS

- Every Club and Every Rotarian gives to the Rotary Foundation
- Giving to Polio Plus increases 15% per year
- Corporate sponsors support Polio Plus



ENHANCE PUBLIC IMAGE AND AWARENESS- ANNUAL GOALS

- Clubs have at least one article published by the media per year
- Clubs to speak to an audience of non-Rotarians at least once per year
- District has a least one article published by the media per year

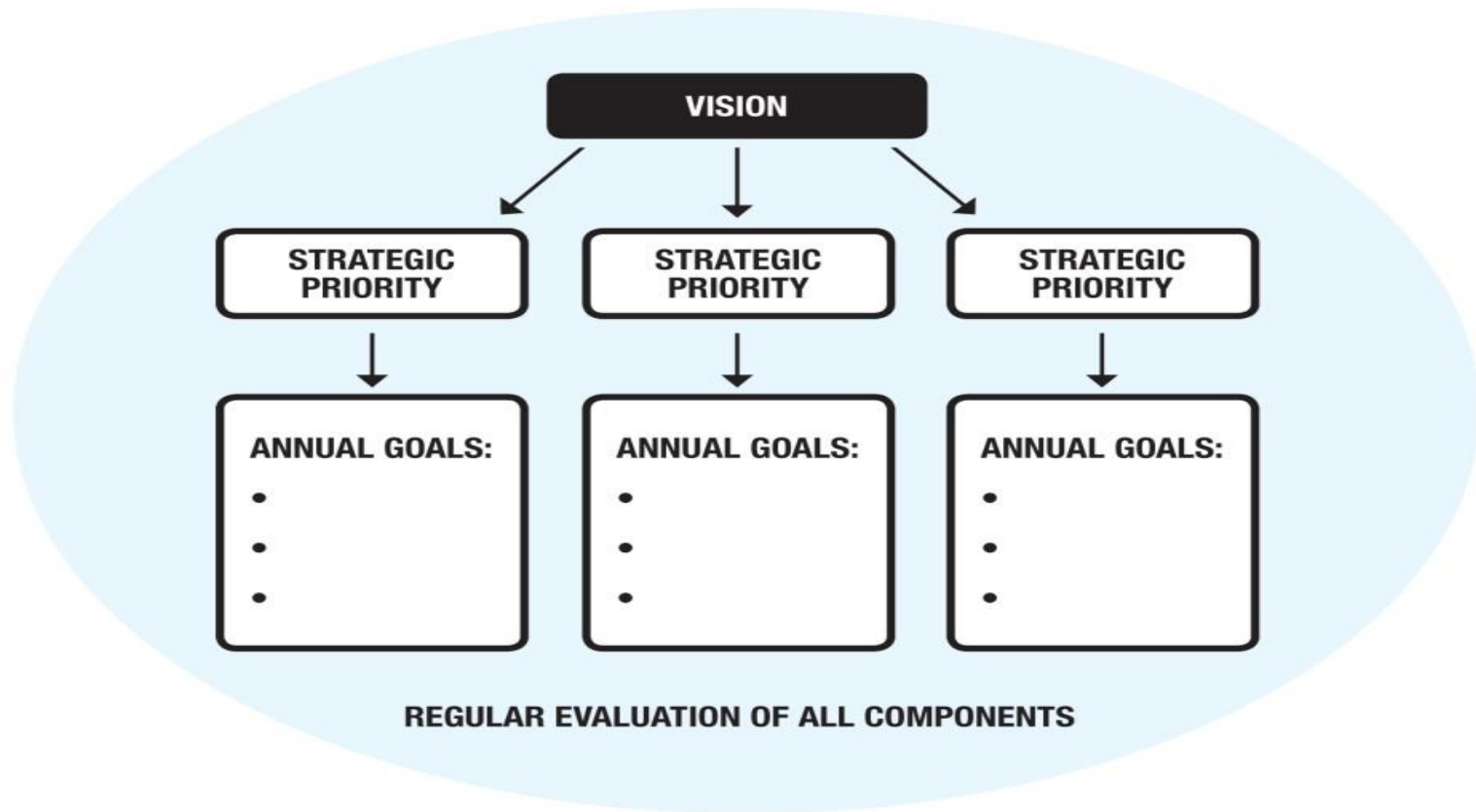


WHAT ABOUT CLUB PLANS?

- **What works for you – full blown strategic plan or an annual business plan – aligned with RI and District plans**
- **Recommend the Strategic Planning Guide with Worksheet**
- **Recommend Club Visioning**



THE STRATEGIC PLANNING MODEL



SENSIBILITY CHECK

- **Comprehensible – clear and easily explained**
- **Appropriate - fits culture and is legal**
- **Sustainable - based on a realistic future**
- **Feasible – resources, processes etc**
- **Accountable – measurement and more**

Keep it simple and remember that it does not have to be perfect



AND DO NOT FORGET THESE...

Risk

Ethics

Governance



FINALLY

**Please review the District 9685 Strategic Plan
and forward any comments to me at;**

ian@scottadr.com

**We would like to adopt it at District Assembly
in April.**

