

What If I Don't Do Strategic Planning

- Deeply entrenched traditional perspectives
- Mission not relevant to community needs
- Limited member involvement to determine club programs and service projects
- Member complacency
- No succession planning for leadership
- Lack of member trust in club leadership
- Indifference & confusion among Leaders
- Thinking will only be short-term
- No vision of the future
- No plan for long term growth
- No clearly defined club objectives
- Fail to recognize positive opportunities as well as notice major threats

What If I Do Strategic Planning

- Provide a clear focus on key critical objectives
- Transform a club from simply average to EXTRAORDINARY
- Improve decision-making
- Define goals to better set priorities
- Achieve goals with less time & money
- Retain members thru richer engagement
- Attract new members, skills & resources
- Actions become *proactive* not reactive
- Service projects become more relevant
- Identify possible threats to club growth and organization health
- Renew energy, create excitement & restore commitment