

# S T R A T E G I C P L A N N I N G

# REFIRE

**ReFire** is a strategically sound picture of your club's chosen future

**ReFire** starts with a SWOT and then helps to build the club strategic plan. It gets people focused on the positive things that can be done...not on what's wrong with what we have today.

The SWOT is a time-tested analytical tool that encourages you to focus your planning efforts around analyzing the Strengths, Weaknesses, Opportunities, and Threats facing your club. The cost to the club is \$100 for this complete program.

The 4 steps to **ReFire** include:

1. This session will be two hours in length and could be done at an extended club meeting or at a special evening session. This is a program that allows a SWOT to be performed followed by a group planning session allowing all club members to give input into goals for each of the areas of service, plus foundation, membership and public image. At this session the presenters will walk the group through a series of strategic planning exercises. The result will help discover the dreams and vision of the club for the next three years.
2. The club leadership will review this vision and develop goals for eight critical areas of success for the club.
3. The club president-elect will present the goals to the club for approval.
4. The club's assistant governor will offer advice during the entire process.

Call Bill Wittich (916-601-2485)  
or Ray Riehle (916-217-7162)  
to sign your club up for this fantastic experience.

**What will "success" look like for your club  
three years down the road?**

