Facilitated Planning Session: Overview

**Mission Statement**: Describes the organization’s unique purpose (what it does, whom it serves, realm in which it operates)

**Guiding Principles/Values**: Describe how work is done and common beliefs that serve as a basis for the organization’s work

**Vision**: A succinct, compelling statement of a desired and possible future that the organization wants to achieve; explains why the organization does what it does and what it hopes to achieve; encompasses Strategic Priorities listed below

**Vision Element (Nouns)**: What do you hope to see in place in the next three to five years, or what will be different in that time frame as a result of the organization’s work?

**Vision Element**

**Vision Element**

**Vision Element**

**Vision Element**

**Strategy (Verbs)**: What needs to happen in the next one to two years to make the vision a reality?

**Strategy**

**Strategy**

**Strategy**

**Strategy**

**Strategy**

**Strategic Priorities** (generally three to five)

**Objectives (Specific to a Strategy)**: Measurable, time-specific products or results; work toward objectives will be performed later

**Objectives**

**Objectives**

**Objectives**

**Objectives**

**Objectives**
Vision Elements and Strategies

Vision Elements

Examples of vision elements other departments have identified during the strategic planning process:

- Improved community health outcomes
- Strong relationships with stakeholders
- Dynamic organization, engaged with the community
- Sufficient staffing to support mission and vision
- High-quality organization

Strategies

Examples of strategies other departments have identified during the strategic planning process:

- Strengthen relationships with stakeholders
- Engage Board members in public health
- Assess personnel needs and capacity to perform work
- Identify optimal ways to perform public health work