



What is a strategic plan?



What is a strategic plan?

A strategic plan provides guidance to an organization by establishing where they are now, where they want to be, how to get there, and if they have arrived. A strategic plan identifies the mission and vision of the organization – why they exist – and establishes values that the organization will hold to as it moves forward

(Williamson County Adopted Budget Fiscal Year 2020-2021, p. 36).

Captures strategic thinking and expresses a clear mission

Defines guiding principles

Articulates a compelling vision for the target year

Establishes goals and measurable implementation

Includes key assignments

Routinely referenced to track and report progress



How many years should an organization plan for?

Near term and long-range goals can be established in a strategic plan.

Near term: 3 – 5 years

Long range: 25+ years



What do strategic plans look Like?

Sample plans:

[Williamson County 2010](#)

[Tarrant County Strategic Plan 2014-2020](#)

[Parker County Strategic Plan 2019-2021](#)

[Dallas County Strategic Plan 2007-2017](#)



Who helps create a strategic plan?

Professional planning and consulting firms that specialize in helping organizations create a strategic plan can be hired to assist with this project.

How is this type of a firm chosen?

A formal solicitation and interview process can be conducted to select the most highly qualified firm. In the public sector, this process is typically through a Request for Qualifications (RFQ).



How do we start?

- Create scope of work
- Determine scoring criteria on 100-point scale
- Determine selection committee
- Advertise RFQ opportunity
- Receive responses
- Evaluate responses
- Determine short list for interview purposes
- Interview short-listed candidates
- Make final selection
- Negotiate contract
- Begin strategic planning project



Which people participate in creating the plan?

The entire organization can participate in assisting with the strategic plan.

All departments and Elected Officials can be represented.



How long does the strategic planning process take?

For large, complex organizations, the strategic planning process can take 6-12 months.

What is the average cost for these consulting services?

Costs can range from \$100,000 to \$200,000 for complex organizations.