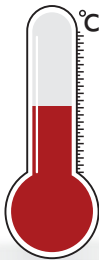


STRATEGIC PLANNING GUIDE



01. BASELINING



A baseline is a fixed reference point used to guide future strategic planning efforts.

Think of it this way, the temperature required for normal bodily functions is 37°C . If it is significantly higher or lower than that number, the body won't function properly.

In this context, 37°C is the baseline.

02. WORK PLANNING



This is more for activity management. Here, you determine what resources will be allocated to what activities over what period.

Depending on the level of detail, it can also show dependencies. These are certain activities can only start when certain activities are done.

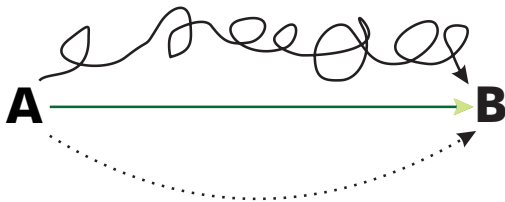
03. PRELIMINARY RESEARCH



This is about getting unbiased initial clues regarding the activities to be performed so you are not operating in the dark.

Preliminary research provides insight into what the big picture may look like. This helps narrow down the scope of work when objectives have been defined.

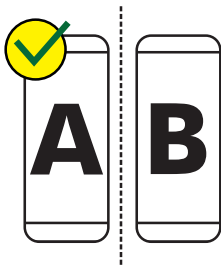
04. PROBLEM SOLVING



This is where we define what the issue is and understand what it will take to get from point A to B.

At this point, the objective is to ensure that what is being solved is the root cause of the problem.

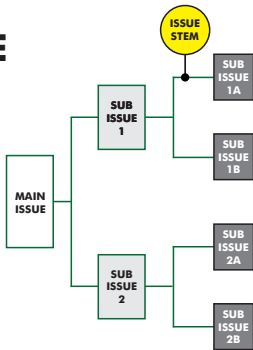
05. ESTABLISH HYPOTHESIS



Once the problem has been established, you then have an educated guess on what the solution may be.

This will guide further activities.

06. ISSUE TREE

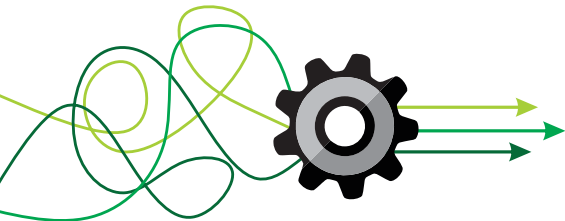


An issue tree is developed from your hypothesis. It unpacks the hypothesis to dig deeper into all the issues that need to be answered in order to come to a viable solution.

This can be achieved through **brainstorming**.

07.

WORKPLAN ALIGNMENT

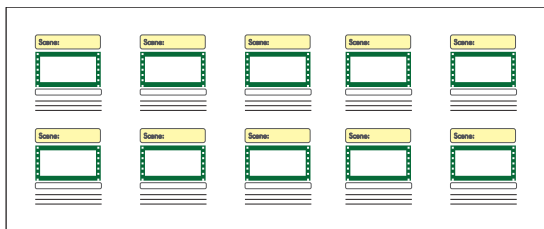


Each issue stem/branch is a work stream that will be documented in your workplan.

At this point, you are basically updating your initial work plan with your new and more specific direction.

08.

STORYBOARD & DUMMY PACK

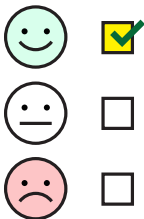


Once more information has been gathered, you should have a clear picture of how to connect the information to tell a cohesive story.

Sometimes, you may have such clarity that you already have a structure of how you want the final document to look.

09.

RESEARCH INSTRUMENTS



Research instruments are standardized tools used to gather information from a sample or population.

The information gotten with these instruments will be used to populate the dummy pack/ story board in the previous step.

10.

RESEARCH



At this stage, extensive research is conducted into the subject matter. This can involve survey instrument administration, desktop research, field work, interviews, focus groups etc.

11.

DATA ANALYSIS



After gathering information from your research, you need to start looking for patterns in the information.

These patterns should be benchmarked against your hypotheses from step 5. This will give the data analysis a defined focus.

12. DATA SYNTHESIS



Here, you try to make sense of the information. It involves understanding the intent and context of the information through big picture thinking.

The purpose of data synthesis is to generate insights from the information gathered.

13.

DOCUMENTATION



Once insights have been generated from the data gathered, you can start populating your dummy pack.

Depending on the scope of the project or activity, this process can take hours, days or even weeks.

14. REVIEW & FINAL DOCUMENTATION



Upon documentation, assigned teams must review the document to crosscheck for errors or areas of improvement.

Once the document has been appropriately reviewed, this concludes your strategic planning process.



**ANY
QUESTIONS?**

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