

Communicating Your Strategy

Talking Points for Communicating Your Strategic Goals

Why is Strategic Planning important?

Mission and Goals

The *YOUR DEPARTMENT NAME* Strategic Business Plan contains our department's mission statement and goals. These help keep us focused on the "big picture" - the reason our department exists and the direction the department should take over the next 2 to 5 years.

Programs and Performance Measures

The *YOUR DEPARTMENT NAME* Strategic Business Plan also contains information about the services that we provide everyday and the performance measures to which we as an organization - and as individual employees - should be held accountable. These performance measures support the goals, or the "big picture", for the *YOUR DEPARTMENT NAME* and can be used to celebrate achievements on a program and individual employee basis. The performance information from this part of the plan can also be used provide managers the information they need to most effectively allocate resources and detect potential challenges that should be addressed.

How can I use this document to improve performance?

Managers

- Evaluating prior year's performance or performance data for the past several weeks, months, years, etc. can serve as an important indicator of where the program should be headed in the future.
- Past performance data can also be used to project performance in the future.
- Performance measures and data can be used in the present to monitor for opportunities to celebrate success as well as to keep ahead of potential challenges that might arise.
- Performance measures can be used communicate expectations during individual employee conversation.

Employees

- Employees can see clearly where they fit within the organization
- Employees can see how their daily activities support the overall goals of the *YOUR DEPARTMENT NAME*
- Employees can use performance measures and performance data to highlight their achievements throughout the year.
- Performance measures also serve as a useful tool when prioritizing activities on a daily, weekly or monthly basis.