



Strategic Planning Tips

Strategic planning can be difficult and time-consuming but is a necessary part of prevention. Here are some suggestions to improve the strategic planning process.

Get input. Don't try to create a plan by yourself; it's vital to get feedback and include key stakeholders in the process to determine problem/priority areas, goals, and strategies.

Keep it manageable. You and your implementation team can't do it all. Focus on what the highest priority areas are and what specifically your team can do to address problems.

Make it actionable. Think of your strategic plan like a to-do list; it may be helpful to write out the who, what, when, where, and how of any strategies.

Focus on the 'why?' In order to address problems, you must think about the reasons they occur and what contributes to them. Then, choose strategies that address those reasons/contributing factors.



Craft goals carefully. You can use SMARTIE goals (goals that are specific, measurable, achievable, relevant, time-bound, inclusive, and equitable) as a framework. However, this doesn't mean the goals have to be lengthy or complex; aim for clear and concise.

Include data. Data provides evidence for why something should be addressed. Utilize surveys/needs assessments/environmental scans to support the identification of problem areas and goals.

Refer to the plan often. The plan should be your roadmap, the guide for your work, and you should use it frequently. It should not sit on a shelf or just be something you have on file. Bring it to implementation team meetings and talk through what members are actively doing to achieve the goals in the plan.

Strategic planning is an ongoing process, and the plan can be updated, added to, revised, and used to track progress. Utilize the below resources or see the other documents in this toolkit related to strategic planning.

Resources and Tools

- [A Guide to SAMHSA's Strategic Prevention Framework - library.samhsa.gov/product/guide-samhsas-strategic-prevention-framework/pep19-01](https://library.samhsa.gov/product/guide-samhsas-strategic-prevention-framework/pep19-01)
- [Developing a Strategic Plan - Community Toolbox - ctb.ku.edu/en/table-of-contents/structure/strategic-planning](https://ctb.ku.edu/en/table-of-contents/structure/strategic-planning)
- [How to Run a Strategic Planning Meeting - lucidmeetings.com/templates/how-run-strategic-planning-meeting-organizational-values](https://lucidmeetings.com/templates/how-run-strategic-planning-meeting-organizational-values)
- [SMARTIE Goals Worksheet - managementcenter.org/resources/smartie-goals-worksheet/](https://managementcenter.org/resources/smartie-goals-worksheet/)