

## Tips for Strategic Planning

### A good strategic plan should....

- **Describe where the organization is going.**
  - Succinctly communicate what the organization is "about" (mission, vision, values) and how it plans to achieve its vision.
  
- **Have a specific time frame and identify milestones.**
  - Develop performance measures so that planners will know when the organization has achieved its goals/objectives/strategies.
  - Choose reasonable strategies for the time frame allotted. Consider developing SMART objectives.
  
- **Be approachable.**
  - Utilize principles of plain language and edit the plan to an approachable length.
  - Organize the plan so that a quick read will provide the major points. Use fonts, colors, bullets, and graphic elements to emphasize levels and create white space.
  - Label goals and objectives with a consistent numbering structure.
  
- **Act as a "living" document.**
  - Encourage employees at all levels of the organization to use the strategic plan to guide their work, so that all activities support the organization's goals.
  - Review performance measures regularly in order to determine mid-course policy or operational changes.

For more information, visit the Office of Planning, Evaluation & Development's website at:

**[www.publichealth.lacounty.gov/plan](http://www.publichealth.lacounty.gov/plan)**