



Strategic Planning

You Said Yes... So, Now What?
Important FAQ's For Volunteer Leaders



WASHINGTON STATE SHRM

Quick Tips



- Inclusive, Collaborative and Transparent
- Take the time to do it correctly
- KISS (Keep it Simple 😊)
 - A Strategic MAP
- Share it!
- Live it!

Goals of Strategic Planning



The goal in developing a strategic map is to provide a simple, clean, visual document that is easily referenced, unifies all board or council members around your primary strategic mission and goals, clearly communicates your big-picture objectives, and provides a clear vision of the direction your organization is headed over the next 3 -5 years.


2017 STRATEGIC MAP

PURPOSE: Enhancing the practice of human resource management and the effectiveness of HR professionals in the organizations and communities they serve.




WASHINGTON STATE SHRM

BRAND PROMISE



Leading HR forward!

LONG TERM STRATEGIC GOALS
(3-5 years)



- Develop HR Professionals
- Provide Chapter Resources
- Deliver Enabling Technology and Resources
- Model Financial Progress

SHORT TERM GOALS
(2017)



- Develop a Strategic Plan
- Expand and Improve VLS
- Continued growth of State Conference
- Increase visibility of Washington State SHRM
- Increase state wide resources and tools
- Improve value proposition of Washington State SHRM and local chapters

CORE VALUES



Support, Inspire, Develop, Lead, Collaborate

SHRM'S FRAMEWORK FOR EXCELLENCE

SERVING HR PROFESSIONALS

ADVANCING THE HR PROFESSION

ENHANCING THE SHRM COMMUNITY



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Developing Your Strategic MAP

- Facilitate a group discussion or brainstorming session.
- Review the thoughts and ideas generated by these facilitated session(s), look for common themes, and consolidate them.
- Rank and prioritize these common themes so that you can use this information to inform your decisions while developing the strategic map.



Developing Your Strategic MAP

After completing the rankings, the board or council members should use this information to layout a strategic map that includes the following:



- Your purpose as a chapter or state council,
- Your brand promise,
- core values,
- long and short term goals

Your Strategic MAP

- Share your Strategic MAP and put it forward for the board or council to adopt.
- Reference your Strategic MAP regularly as you set goals and work to accomplish tasks
- Use it to keep everyone focused on the primary strategic mission and goals of your chapter



Resources

- Strategic MAP Toolkit on the Washington State SHRM website
<https://wastatecouncil.shrm.org/StrategicPlanning>
- SHRM has a tonne strategic planning resources and guides on the VLRC
<https://community.shrm.org/vlrc/home>

Have Questions or Need Additional Information

If ever you have additional questions or not sure who to contact, please email us at wastateshrm@gmail.com and we will work to connect you with the appropriate person.

Thank you again for all you do as Volunteer Leaders!