

Alberta Lacrosse Association
Strategic Planning
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Sport Law & Strategy Group

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Providing strategic insight to the Canadian sport community through professional services in these areas:

- **Legal Solutions, Governance, Financial Mgmt**
- **Strategic Planning, Research, Stakeholder Engagement**
- **Safe Sport Implementation, Risk Mgmt**
- **Leadership Development, Integral Coaching®**
- **Communications, Marketing and Event Mgmt**

Our Team!





LJ Bartle

Areas of Expertise:

- Quality assurance,
- Safe sport implementation
- Strategic planning
- Crisis management
- Investigations
- Engaging athletes

Experience

- CBC News Journalist
- HIGH FIVE National Director
- Certified Investigator
- Sport Volunteer
- Skier, Hockey Player, Hiker
- Parent

Agenda

- ✓ Strategic Planning 101
- ✓ Mission, Vision, Values
- ✓ Goals
- ✓ Objectives
- ✓ Key Activities



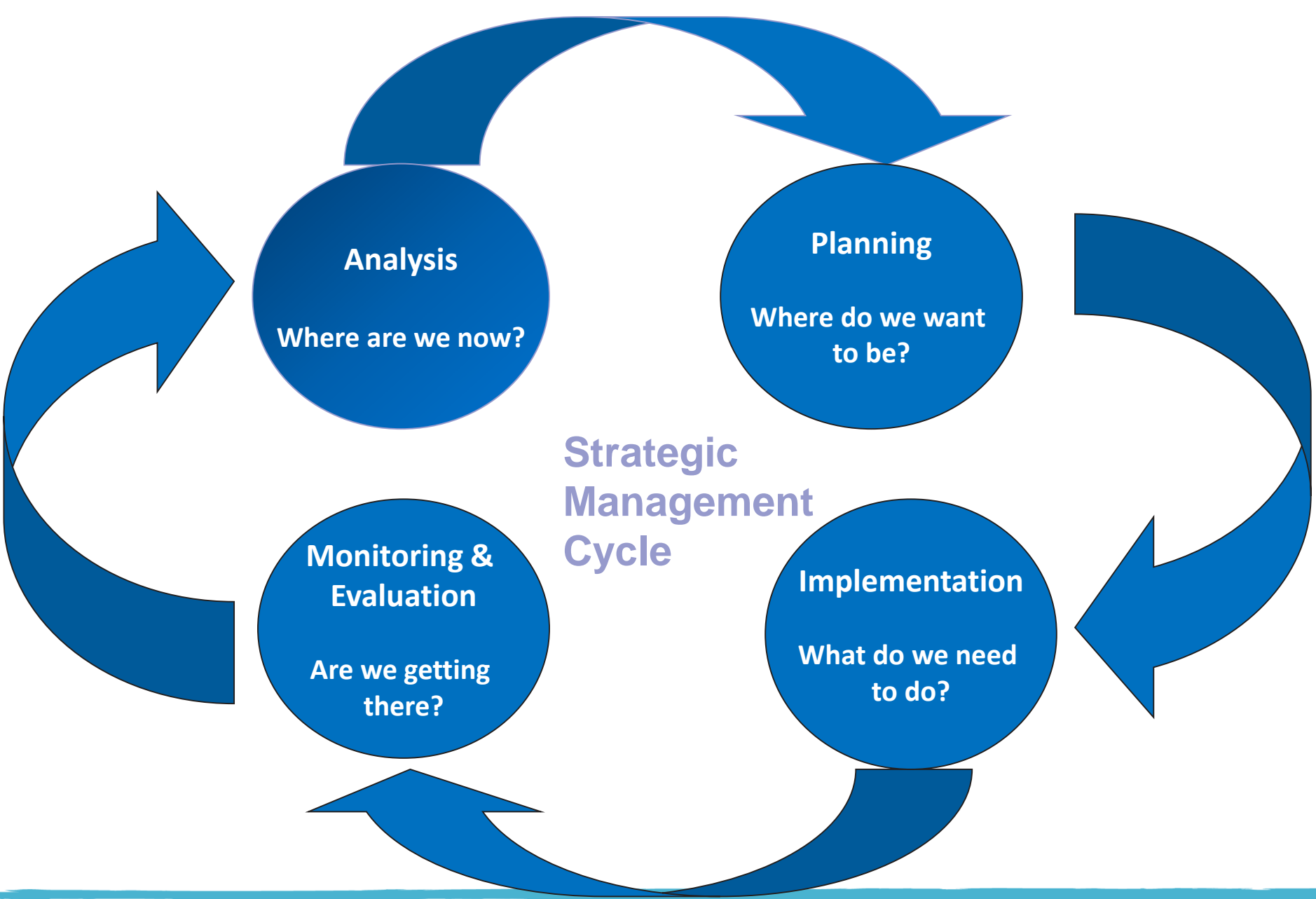
Welcome!

- How many of you have a strategic plan?
- What resonated for you during the opening plenary about ALA's strategic plan?
- Why is it important to have a strategic plan?



Strategic Planning 101

- A process through which an organization and its stakeholders:
 - *agrees on and builds commitment to* priorities that are essential to its mission, connected to the vision, and reflective of the organization's values
- Takes into account internal and external environment
- Focuses more on answering “are we doing the right thing?” not “are we doing things right?”



Strategic Plan Components

Success Indicators and Targets
How we will know we've been successful

Objectives
What we want to achieve short-term

Goals
What we want to focus on long-term

Values
What we believe in

Vision
What we aspire to be

Mission
Why we exist

Prepping for Strategic Planning

- Stakeholder Engagement
 - ✓ Find out how they really feel about you
 - ✓ Listen to their advice and concerns
 - ✓ Use their feedback to prioritize
- Engage through:
 - ✓ Surveys
 - ✓ Interviews
 - ✓ Focus Groups

Prepping for Strategic Planning

- Environmental Scan
 - ✓ How are other similar organizations operating?
 - ✓ What can we learn from them?
 - ✓ What opportunities exist to partner and/or align?

Mission, Vision, Values

- Foundational pieces of your Strategic Plan
- Complex problems can often be resolved more quickly by referring to these statements
- Make sure they can live and breathe for you every day

Mission

- ✓ Your mission is your reason for being. Your mission statement should:
 - ✓ Tell others why you exist
 - ✓ Express your organization's purpose in a way that inspires support and ongoing commitment
 - ✓ Motivate those that are connected to the organization
 - ✓ Be written in a way that is convincing and easy to grasp
 - ✓ Use proactive verbs to describe what you do
 - ✓ Be free of jargon
 - ✓ Be short enough so that anyone connected to the organization can repeat it

Vision

- ✓ What you aspire to be
- ✓ Snapshot of your preferred future.
- ✓ A bold, inspirational statement
- ✓ Unique
- ✓ Easy to remember
- ✓ Makes you smile



Values

- ✓ Statement of what matters most to you as an organization
- ✓ Agreed to principles or beliefs that are shared among key stakeholders of an organization
- ✓ Communicated and used regularly



MISSION, VISION and VALUES

- How are these foundational pieces of your strategic plan communicated and embraced by all your stakeholders?
- *Take a few minutes to think about your own organization's mission, vision and values and how you are bringing them to life*

SMART Goals & Objectives

Specific
Measurable
Attainable
Relevant
Timely



Strategic Goals and Objectives

- What priorities are emerging for you?
- Which of your priorities align with ALA's goals and objectives?
- How can you work together to help each other reach common goals?

Objectives

- Forms the basis of your strategic plan.
- They provide a clear direction of what the organization needs to achieve its goals
- They will be measurable, monitored, reported on

Measures of Success

- Each objective must be measurable so that we know when we have succeeded in achieving it
- Examples of Measures of Success include:
 - % increase in something
 - X # of something (members, players, medals)
 - Completion of something
- **Action** + **Detail** + **Metric** + **Unit** + **Timing**
- **Develop** consistent athlete recruitment program to increase by 20% overall participation by 2022

Key Activities

- Crucial to implementing and delivering on Strategic Objectives
- Provides clear direction of what the organization needs to do to achieve its Goals and Objectives
- Will form the basis of your Operating Plan.

Goals, Objectives and Key Activities

- What are the must have's and nice to have's?
- What do you need to do so you achieve your vision?

- Take a few minutes to think about what priorities you have thought about yourself or what you have heard from others

Prioritize

- Once you have your list, prioritize
 - ✓ What is reasonable and realistic to achieve?
 - ✓ What did you hear from your stakeholders?
 - ✓ What is the low-hanging fruit?

- **Keep in mind:**
 - **Current staffing capacity**
 - **Current resources – financial & volunteer**

Keep it simple!

- If it's easy to read and easy to understand, you're more likely to use it.
- If your stakeholders understand what you're doing and the rationale behind it, they're more likely to engage.
- Be flexible...you're not locked in! Adapt as needed.

Questions?



**THANK YOU
FOR
PARTICIPATING!**

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