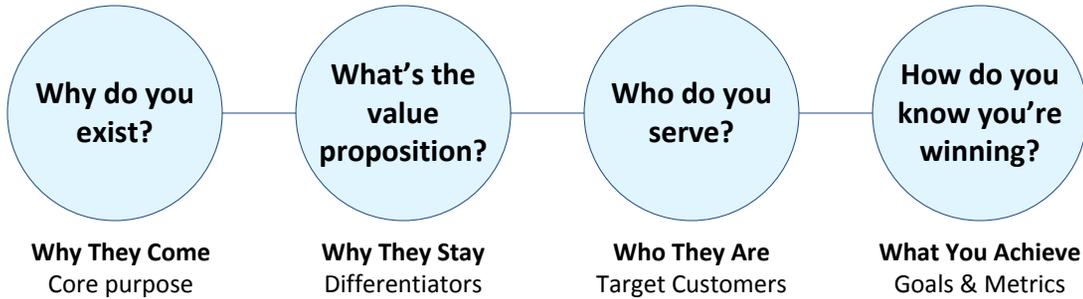
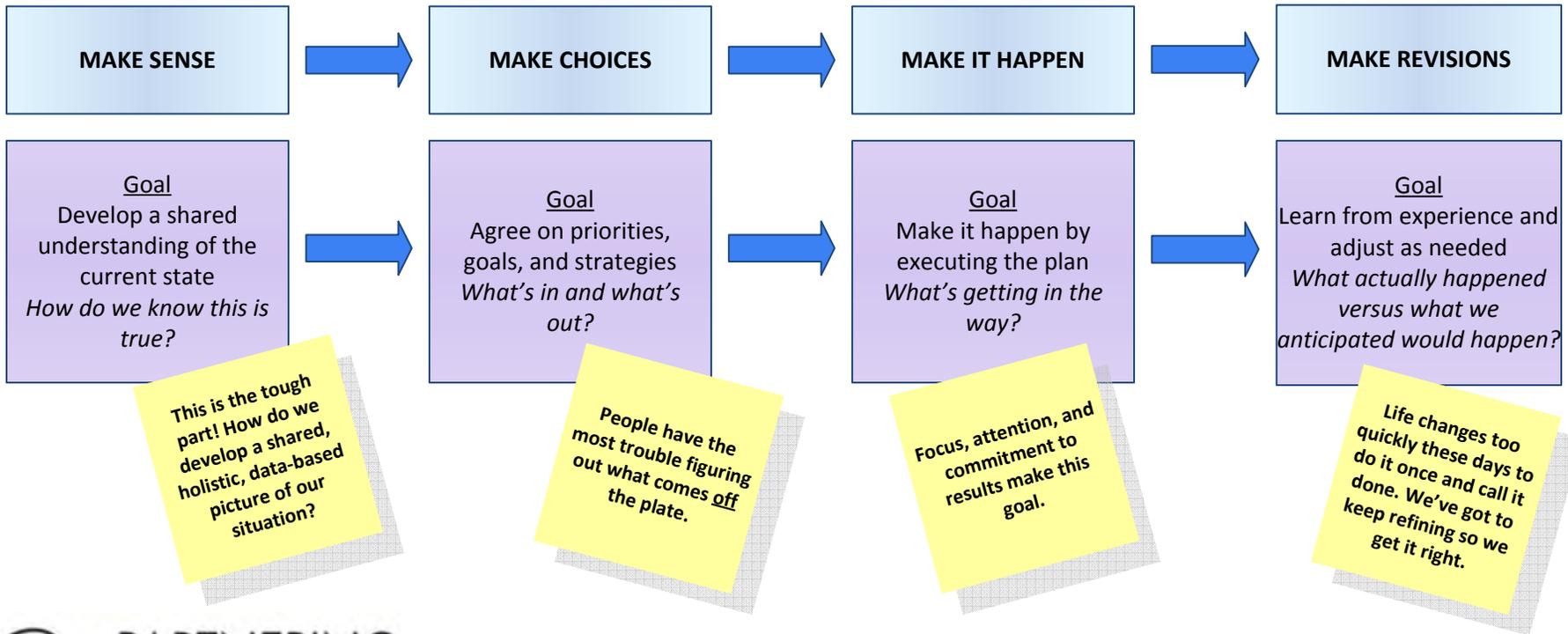


# Strategic Planning 101

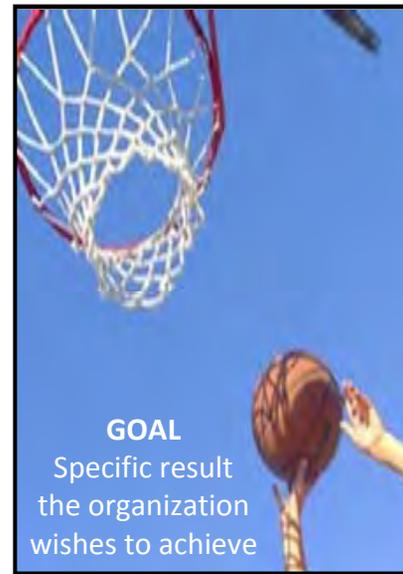
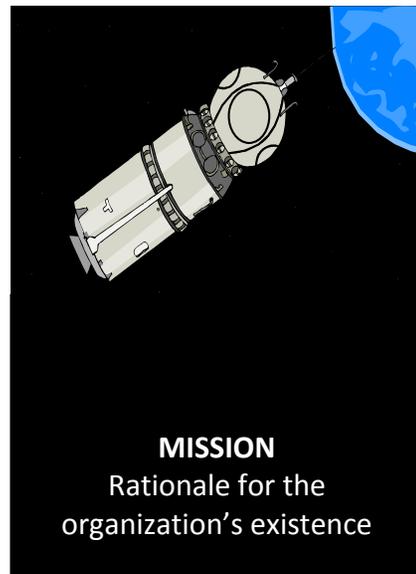
## A Successful Strategic Plan Answers These Questions



## A Typical Strategic Planning Process



## Some Common Strategic Planning Terms



### How to Encourage Rigid, Limited Thinking

- Insist that your ideas are how it “really” is.
- Don't tolerate ambiguity; jump to conclusions as quickly as possible.
- If people don't behave as expected, design a creative explanation.
- Use lots of absolutes (must, should, can't) and never question them.
- Use lots of universals (all, every, nobody, never) and don't allow exceptions.
- Generalize from one example as often as possible.
- Stick to your guns and defend your perspective at all costs!

### How to Encourage Creative Strategic Thinking

- Admit that your ideas are your best guesses at the moment and be on the lookout for better ones.
- Pay attention to events that seem to contradict your ideas.
- When confronted with a problem, examine the assumptions you are making about the situation as well as the situation itself.
- Look for relationships and how events fit together.
- Experiment with ideas: combine, recombine, and invent.
- Tolerate a fair amount of failure; learn from mistakes.
- Nurture curiosity and a good sense of humor.