

Quick, Cheap and Decent Strategic Planning for the Library

Agenda:

1. Why do we have to do strategic planning?
 - a. We resist because we are burned out: Nothing changes.
 - b. We hate it because it is:
 - i. Too complicated, time-consuming, and abstract
 - ii. Not pertinent to our needs
 - iii. Only a top-down process
 - c. We need it because it:
 - i. Provides a written contract.
 - ii. Manages resources.
 - iii. Set a new destination: Change
 - iv. Ensures everyone is on the same train.
 - v. Establishes priorities so we can make hard choices.
2. What does it mean to do it fast, cheap, and decent?
 - a. Simplify your expectations.
 - b. Strip processes down to their core.
 - c. Write in bullets: no word-smithing.
 - d. Limit sections to three-five items.
 - e. Time is of the essence.
 - f. Keep an open mind: No sacred cows
 - g. Take snapshots of what you know today.
 - h. Avoid project creep and project drift.
3. The five steps to success
 - a. Input: before, during and after the formal process.
 - b. Where are we going, and why: The BIG goals
 - c. What projects can we complete to reach the BIG goals?
 - i. Pick our target audiences first.
 - d. How will we achieve the goals to reach the BIG goals: Tactics
 - e. Feedback: Did we achieve the goals and the BIG goals?
4. Typical mistakes
 - a. Jargon and complexity undermine productivity.
 - b. Not eliminating projects to make room for the new
 - c. Forgetting stakeholders (and not just the important ones.