



2015 GPS TAKEAWAYS

COMPONENTS OF A STRATEGIC PLAN

Overview

- ▶ Describe the issue
- ▶ Explain why it is important
 - What is the potential impact (positive/negative)?
 - Who will be affected?

Goals & Objectives

- ▶ Outline the result(s) you want to achieve
 - What are the objectives that support the overarching goal?

Situational Analysis

- ▶ Provide background information
 - History
 - Environment
 - Current events affecting issue
- ▶ Include any survey results, research, other data
- ▶ SWOT analysis—assessment of your strengths and weaknesses and external opportunities and threats
 - Helpful to achieving your objectives:
 - **Strengths**
 - **Opportunities**
 - Harmful to achieving your objectives:
 - **Weaknesses**
 - **Threats**

Audiences

- ▶ Know who your audiences are
 - Internal:
 - Association leadership team
 - Members
 - Members' families
 - External:
 - Policymakers/regulators
 - Management
 - Other stakeholders
 - Media
 - Traveling public

Messages

- ▶ Determine your target audiences and what you want to convey to them
- ▶ Messages should be:
 - Clear
 - Consistent
 - Unified



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Resources & Tools

- ▶ Choose the most effective tools based on your target audiences and resources
- ▶ Internal:
 - Campaign branding: theme, logo, messaging
 - Communications vehicles
 - Online
 - Print
 - Multimedia
 - Social media
 - Face-to-face interaction, e.g., meetings, industry events
 - Support network, e.g., rallies, family events
- ▶ External:
 - Partnerships
 - Media relations, advertising
 - Print and online communications, social media
 - Public events

Project Coordination

- ▶ Internal groups/individuals involved:
 - Pilot leaders
 - Professionals
 - Members
- ▶ External groups/individuals involved:
 - Government
 - Management
 - Other employees
 - Other stakeholders

Budget

- ▶ Set a realistic budget
- ▶ Be mindful of your financial resources and project costs
- ▶ Get creative—look for ways to leverage your resources without spending a lot

Project List & Timeline

- ▶ Enables you to:
 - Track and measure progress
 - Evaluate and recalibrate
- ▶ Should include:
 - Projects/Tasks
 - Principals assigned
 - Review/Approvals
 - Time Frame/Deadline/Outcome
 - Status