

# MASSP Strategic Planning

October 17, 2018



# MASSP Strategic Planning 10-17-18



Targets to accomplish during this strategic planning session

1. Review MASSP Core Ideology
2. Develop MASSP Envisioned Future
3. Develop MASSP Environmental Scan

# MASSP Core Ideology



- At the strategic planning session on 6-15-18 the MASSP Core Ideology was developed.
- Review the Core Ideology on the [MASSP Strategic Plan Development DRAFT Document](#).

# Building an Envisioned Future



- Building the envisioned future requires both a **Big Audacious Goal**, providing an overall description of the intended description of the world as changed by MASSP's efforts and **vivid descriptions of success**.
- The envisioned future needs to be bold, yet believable and reachable, but only as a tough stretch, requiring an immense amount of effort and a good dose of good luck.
- Think of taking the resources you have at hand, consistent with your Core Purpose and Core Values, and applying those resources to the best of your collective abilities to improve the provision of services to members of MASSP over the next 10-15 years.

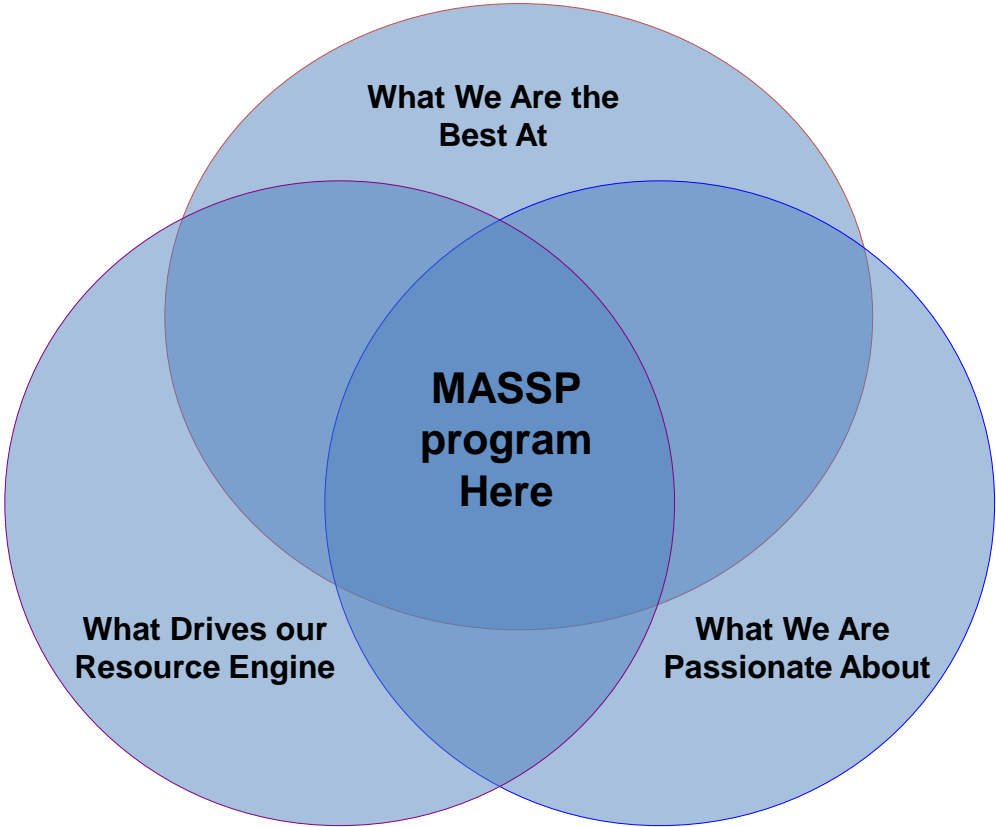
# A Big Audacious Goal



## **Five criteria of a good Big Audacious Goal:**

1. Are set with an understanding of how we will apply our limited resources to better the world in which we function.
2. Fit squarely in the three circles of our Hedgehog Concept.
3. Have a long time frame—10 to 15 years.
4. Should be clear, compelling and easy to grasp.
5. Directly reflect our core values and core purpose.

# MASSP's Hedgehog Concept – The Focus of our Envisioned Future



# Envisioned Future Exercise



*Estimated Time: 20 minutes for drafting, 10 minutes for group discussion and gaining consensus.*

- Each group drafts a proposed big audacious goal for MASSP using the criteria discussed. Using a 10-15 year planning horizon, identify the changes in the association, the membership, education in Montana, even the world, that you want to see as a result of MASSP's programs and services. Record your work on the [MASSP Envisioned Future Worksheet](#).
  - The Big Audacious Goal must be consistent with the Core Purpose and Core Values previously identified.
  - The Big Audacious Goal should be supported by vivid descriptions of what it will be like to experience the success sought.
- Note: The more specific the descriptions are, the easier it will be for the public and our members to understand where MASSP is attempting to go with its programs and services and to provide meaningful feedback on the intended direction before finalized.

# Envisioned Future Exercise



- Review the focus on the next page.
- Each group record their agreed upon Big Audacious Goal on one sheet and list the vivid descriptions. Record your work on the [MASSP Envisioned Future Worksheet](#).
- Group discusses as a whole to determine consensus on the Big Audacious Goal and also the vivid descriptions.



# Envisioned Future Focus



To help inform and provide focus to your exercise, consider using the following scenario:

- The date is 2025. You have now served MASSP as a member on the MASSP board for the last 10+ years. Tonight is your last board meeting and the local newspaper is running a story describing MASSP as you hope it to be as a result of the investment of the next 10 years of your life in improving it. Draft the best possible description of the association if everyone works together in pursuit of continuous improvement in service, effectively, consistently and efficiently, focused on the interests of children through the association, enjoying the benefit of some good luck along the way .
- Examples of areas to address in your description include:
  - First and Foremost, the impact association has on children
  - The Most valued Benefits, Products and Services
  - Delivery Systems
  - Governance Structure
  - Culture
  - Recognition and Esteem Among Colleagues and the Public

# Scanning the Horizon



1. Identification of Strategic Assumptions Regarding the Future
2. SWOT Analysis
3. Mega Issues

# SAM Environmental Scan



## Tools to Anticipate Change... *Environmental Scanning*

- Tracking Trends
- SWOT Analysis



# MCASE Macro Environmental Scan



1. Current Conditions
2. Trends
3. Assumptions About the Future

## **Five Key Factors to Consider:**

1. **Demographics**
2. **Business / Economic Climate**
3. **Legislation / Regulation**
4. **Technology / Science**
5. **Politics / Social Values**

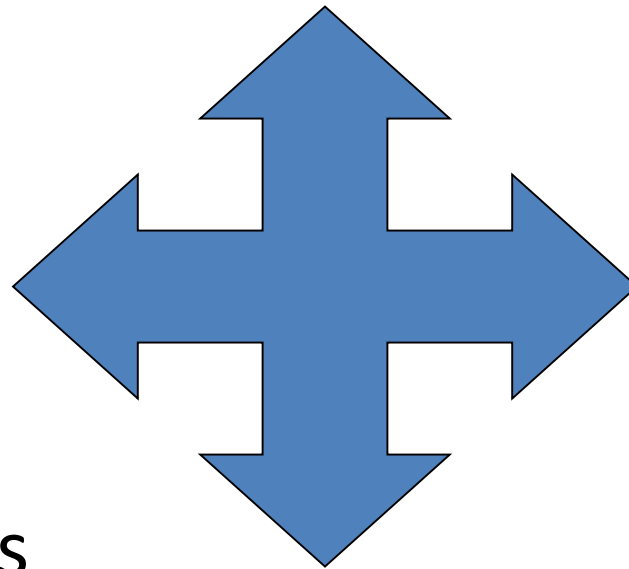
# MASSP SWOT Analysis



Baseline

Strengths

Weaknesses



Opportunities

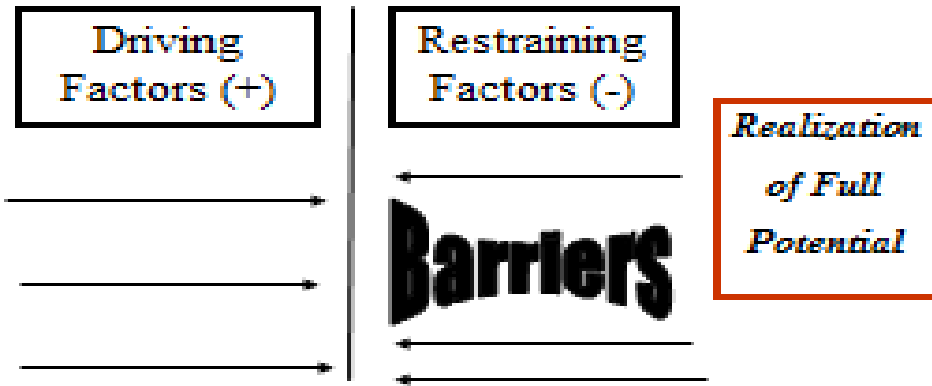
Threats

# Exercise on Conditions, Trends and Assumptions



Key Factor: \_\_\_\_\_

15 minutes	15 minutes	15 minutes
Current State	Trends	Assumptions



Question 1: \_\_\_\_\_

Question 2: \_\_\_\_\_

Question 3: \_\_\_\_\_

45 minute exercise

## Step 1

After discussing and documenting the current state, trends and assumptions regarding the future, use key factor analysis to identify two to three significant barriers to "success".

## Step 2

Frame each issue as a question you cannot answer "yes" or "no".

# Exercise on Conditions, Trends and Assumptions - Example



See the [SAMPLE Exercise on Current Conditions, Trends and Assumptions about the Future Document](#)

# Exercise on Conditions, Trends and Assumptions



*Estimated Time: 45 minutes*

Each of the 2 Groups will record the following:

- Choose 2 or 3 Key Factor to consider
- Describe Current Conditions
- Describe Trends
- Make Assumptions about the Future
- Write Mega Issue Questions that respond to significant barriers to success
- Use the [MASSP Environmental Scan Worksheet 7-30-18](#) to record your work
- A quick group report will be given



This work will be prepared for  
your review and progress!



Thank you MASSP Strategic  
Plan Participants for your  
work to strengthen our  
association through  
Strategic Planning!