

## Building Your Leadership Momentum: Putting Strategic Planning to Work

### Workshop Objective:

- Help ARMA chapters apply strategic planning principles to work
- Develop specific strategic plans that benefit ARMA at the local level and as a whole
- Increase ARMA's value proposition at all levels

### Learning Objectives:

By the end of this 4-hour session, participants will be able to:

- Align local chapter mission, vision and values with ARMA International's
- Apply strategic thinking principles
- Establish an effective strategic planning committee
- Utilize the strategic planning process
- Evaluate internal and external factors
- Do a SWOT analysis
- Develop a strategic plan for their chapter
- Identify methods to measure plan effectiveness

### Program Outline:

- The value of strategic planning
- Creating a strategic planning committee
- Aligning mission, vision and values
- What is strategic thinking?
- Visioning exercise
- Situation analysis – looking at all the factors
- Developing priorities
- SWOT
- Developing the plan
- Fitting the plan to the budget
- Putting measurements in place
- Communicating the plan and plan initiation

**Note:** The entire session will be highly interactive. The learners will participate in the strategic planning process and develop a plan to improve a key aspect of ARMA's value proposition. The participants will be divided into groups with group members being from different chapters to facilitate sharing of knowledge and the creation of new ideas.

Although the specific issue for the planning process will be developed by each group, no two groups will be working on the same issue. The issues selected could be any one of these areas:

- Overcoming economic issues
- Attracting “younger” members
- Succession planning for board members
- Overcoming “board burnout”
- Teaming for greater impact (groups – chapters – vendor support)
- Networking
- Education
- Relevant / timely information
- Best practices
- Event speakers / topics
- Making meeting work for everyone
- Marketing to a more diverse job title and/or responsibility
- Improving working relationships between IT, legal and records managers
- Community outreach
- Developing your career path
- Self-promotion (e.g.: Letting your boss know how valuable ARMA is.)
- And others...

While the groups will decide what they will work on, all issues will be geared toward enhancing ARMA value to its members (customers).

Each group will briefly present the key aspects of their plan with everyone. Although I am not certain of the logistics here, the plans developed at each session could then be shared with participants nation wide after all of the summer conferences have been completed.