Strategic Planning
Work Parameters
Criteria for Strategic Planning Objectives and Initiatives

Each objective initiative evolving from the effort to strategically define goals should adhere to the following criteria:
Criteria for Strategic Planning

Objectives and Initiatives (continued)

☐ **Sustainable** – the recommendation is financially sustainable, resources exist or it is reasonable to expect they may exist

☐ **Measurable** – the recommendation is measurable, it is possible to assess progress, positively or negatively

☐ **Achievable** – the recommendation is politically achievable, a consensus exists or can be developed in support of the recommendation
Criteria for Strategic Planning
Objectives and Initiatives
(continued)

☐ **Realistic** – the recommendation is
cognizant of the “environment”, it can
be accomplished given the
“environment”

☐ **Time Bound** – the recommendation is
associated with a time or schedule for
completion
Criteria for Strategic Planning
Objectives and Initiatives
(continued)

- **Best Practice** – the recommendation is representative of best practices, the effort is informed by the successes and/or failures of others who seek to improve their community.

- **Specific** – the recommendation is sufficiently detailed so as to be actionable.
Criteria for Strategic Planning
Objectives and Initiatives (continued)

Other Considerations

☐ Limitations on the number of strategic objectives – maximum of three?

☐ Limitations on the number of strategic initiatives – five to seven?

☐ Time period in which initiatives will be accomplished 3 – 5 years?