

# FACILITATOR GUIDE: BUILDING A ONE PAGE STRATEGIC PLAN

## THE FACILITATOR'S JOB:

1. To create a positive learning environment
2. To maintain the group's focus and keep them on track with course material
3. To encourage everyone to participate
4. To remain neutral, treating everyone fairly, making sure everyone has a chance to participate and encouraging everyone to engage
5. To ask the sample questions below or insert your own

## LEARNING OBJECTIVES FOR THE COURSE:

1. Define the culture of your business
2. Determine your organization's long and short term goals
3. Learn to align your team around a winning strategy

## HOW TO FACILITATE THIS COURSE:

We recommend setting up a flip chart with paper and pens. For each category, write down participants' ideas and discuss them. This course will likely take two sessions (or more) to complete depending on the group. Suggested discussion length reflects this.

First, focus on getting ideas down in each category. Then, meet to refine the categories later.

## SESSION LENGTH: 60 - 90 MINUTES

**Ask each person to bring their downloaded one page strategic plan to this session. (Some portions are omitted for the sake of time.)**

### Module 2 - The Basics (20 - 30 minutes)

1. What is our purpose?
2. What are our brand promises?
3. What are our core values?
4. What is our playing field?
5. What is our BHAG?

### Module 3 - Long Term (20 - 30 minutes)

1. What are our 5 year numerical targets?
2. What are our opportunities, threats and trends?
3. What are our 5 year goals?

**Module 4 - Right Now (20 - 30 minutes)**

1. What are our 1 year numerical targets?
2. What are our 1 year goals?
3. What is our top company goal?
4. What are our quarterly accountabilities?

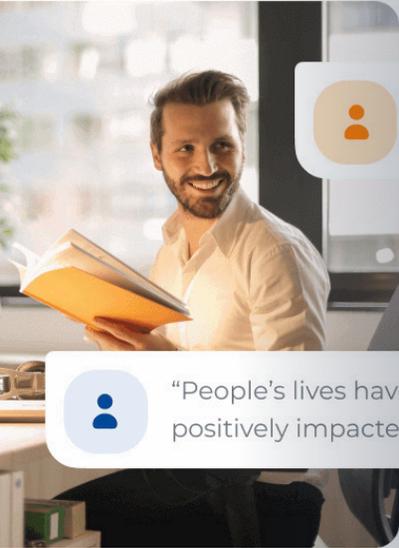
**Module 6 - How to Use Your One Page Plan (20 - 30 minutes)**

1. How can we best keep the plan alive?
  - ✓ Put it in lunchrooms?
  - ✓ Post it at workstations?
  - ✓ Refer to it in meetings?
  - ✓ Use it as a planning tool?
  - ✓ Use it when recruiting new team members?

**Wrap-Up**

1. Any other questions/comments?
2. Discuss which course is next, when it will be completed and the date/time of our next meeting.

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