

Developing the Components of a Strategic Plan

Current Performance Analysis



- Compile key accomplishments from previous years, including those still in progress
- Highlight the metrics used and identify the factors that contributed to the outcomes of past initiatives

Future Market Assessment



- Calculate size of future market and identify anticipated market changes, such as shifts in population demographics or disease prevalence
- Determine the biggest issues for market stakeholders including patients, payers, employers, physicians, competitors, and regulators

Goals, Objectives, & Initiatives



- Define goals based on organization mission, then decide the objectives to achieve in service of that larger goal
- Plan the specific, ground-level initiatives that will make the changes under each objective

Metrics & Scorecard



- Select metrics for each initiative to determine whether the initiative is progressing toward the defined goal
- Design an integrated scorecard that shows selected metrics, ongoing progress, deadlines, and end-goals

Financial Summary



- Summarize the resources needed for each initiative. This will include the estimated costs of each type of resource and the total investment required
- Investments include capital (facilities, equipment) and operating (staff, marketing, training)

Implementation Timeline



- Schedule the timeline for each initiative across the life of your strategic plan
- Build in expected progress goals at appropriate intervals
- Assign a staff member to be accountable for each task within each initiative

Communication Plan



- Organize how the strategic plan will be shared with internal and external stakeholders
- Choose the level of detail, intervals of communication, and mode of communication for each stakeholder

Plan Summary



- Summarize the resources needed, including financial investments, interdepartmental assistance, and community inputs
- Design a simple performance scorecard that can be used to communicate the progress of the plan

Suggested Time Frame for Completing Your Strategic Plan

Use this timeline in conjunction with our [Strategic Plan Template](#) to develop your organization’s mission-driven strategy for growth.

Strategic Plan Component	Suggested Length of Time	
Current Performance Analysis	2 weeks	Revisit your previous strategic plans. Highlight key accomplishments and key metrics use.
Future Market Assessment	1 week	Consider the market forces in play. Enlist multiple team members to role play market stakeholders.
Goals, Objectives, & Initiatives	4 weeks	Define goals, then objectives & initiatives. Keep your mission in mind at all times.
Metrics & Scorecard	1 week	Determine both process and outcomes metrics that are feasible to measure and closely tied to performance.
Financial Summary	3 weeks	Work closely with finance and operations departments. Review past initiatives to uncover unexpected costs.
Implementation Timeline	3 weeks	Assign accountability, expected deliverables, and deadlines to each task.
Communication Plan	2 weeks	Decide upon the level of detail and tactics appropriate for internal and external stakeholders.
Plan Summary	2 weeks	Pull high-level vital information forward so the strategic plan can be understood by all.

**Summary:
Strategic Plan
Development
Timeline**

Task	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Current Performance Analysis												
Future Market Assessment												
Set Goals and Objectives												
Choose Metrics & Develop Scorecard												
Develop Financial Summary												
Create Implementation Timeline												
Develop Communication Plan												
Compile Plan Summary												