DRCOG Strategic Planning Model

What is our purpose?

Mission

What is our ‘view’ of the future?

Vision

What performance lenses should we use to evaluate results?

Strategic Perspectives

What are our main focus areas? (Pillars of Excellence)

Overarching Themes and Outcomes

What outcomes do we want for our communities & residents?

Objectives

What continuous improvement activities will support our outcomes?

Strategy Map

How do we create and improve value for our communities/residents?

Performance Measures and Targets

How will we know if we are achieving the results we want?

Strategic Projects/Action Strategies

What projects/actions will best contribute to our outcomes?

Communities/Residents needs

Strategic ‘altitude’

30,000 ft

25,000

15,000

Ground level