

The Power of One Page Strategic Planning

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What today's session is about?

1. Examine your school's MISSION.
2. Common FLAWS of mission statements and strategic plans.
3. Suggestion(s) to better EXECUTE your division's mission.

Quick Facts

400 SAIS member schools

2,000 NAIS member schools

???? Public and private schools near you

Intro Discussions

Share with table partner(s)...

What is your school's **REASON** for **BEING**?

WHY does your school exist?

What do you want to be **REMEMBERED FOR**?

Recite Your Mission Statement

OUR MISSION:

Cannon School nurtures relationships at the heart of learning and engages the learner in a journey of growth.



CANNON
SCHOOL

Recite Your Mission Statement

OUR MISSION:

A welcoming, diverse, and supportive learning community empowering students to pursue their academic, artistic, and athletic passions.



Recite Your Mission Statement

OUR MISSION

Charleston Day School is defined by its mission of developing the qualities of scholarship, integrity, respect and responsibility in our students.



Recite Your Mission Statement

OUR MISSION

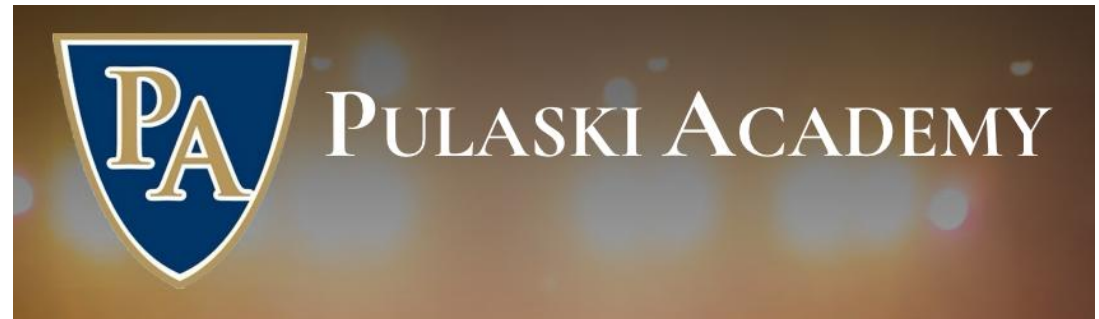
The Ravenscroft community, guided by our legacy of excellence, nurtures individual potential and prepares students to thrive in a complex and interdependent world.



Recite Your Mission Statement

Our Mission:

Inspiring students to
explore, create,
contribute, and achieve.



Mission Statements should be...

CONCISE & MEMORABLE

Fit on a t-shirt

Everyone knows it

Tells WHAT you DO...not how
you do it, or what you are

Examples of Effective Mission Statements

Goodwill of North Georgia

“We Put People to Work”



Mission Statements

Nike

“Bring inspiration and innovation to every athlete in the world.”

Amazon

“To be Earth’s most customer-centric company.”

Coca-Cola

“To refresh the world.”



Mission Statements

Tesla

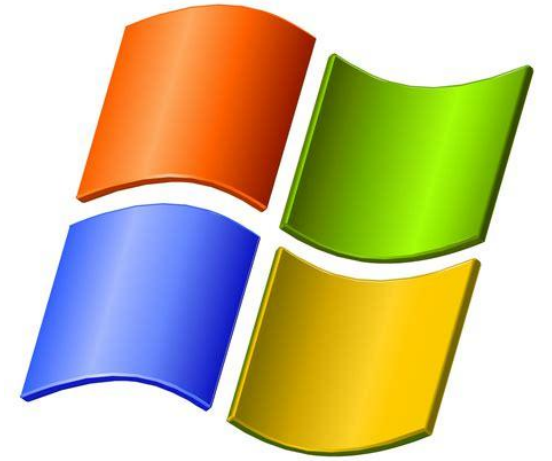
“To accelerate the world’s transition to sustainable energy.”

Microsoft

“To empower every person and every organization on the planet to achieve more.”

Disney

“To entertain, inform, and inspire people around the globe.”



Mission Statements

Old Dominion Freight Line

Mission: To provide **innovative solutions** designed to exceed customer expectations, increase shareholder value and ensure the continued success of the OD company and our family of employees.

Philosophy: “Helping the world keep promises.”



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Effective mission statements go back to these questions...

What is your **REASON** for **BEING**?

WHY do you exist?

What do you want to be **REMEMBERED FOR**?

Flaws of Mission Statements

Too long

Nobody knows it

Does not clearly define WHAT you do

What to do with your school's Mission Statement

1. “I love it...thank you for putting it together.”
2. “I hate it...I think you should change it.”
3. Make your own for your division / department.

ONE PAGE STRATEGIC PLAN

OUR MISSION

OUR CORE VALUES
(These never change...)

OUR STRATEGIC ANCHORS
(How we achieve our mission)

OUR STRENGTHS

OUR WEAKNESSES

OUR OPPORTUNITIES

OUR THREATS

THREE-YEAR INITIATIVES (2026 - 2029)

ROCKS (SEMI-ANNUAL INITIATIVES)

2026

1.
2.
3.
4.
5.

2027

1.
2.
3.
4.
5.

2028

1.
2.
3.
4.
5.

2029

1.
2.
3.
4.
5.

Strategic Plans

The GOOD

- Comprehensive
- Thoughtful
- Directional
- Published

The BAD

- Too comprehensive
- Unread!!!
- Too many pages
- Too Pretty

Create a Strategic Plan for your Division

INCLUDE:

- Your Mission
- Your Core Values
- Your Strategic Anchors
- A Self-Analysis (SWOT)
- Three Year Thrusts
- Quarterly, semi-annual, or annual Goals (“rocks”)

Core Values – what NEVER changes...

Zappos (10 Core Values)

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships
7. Build a Positive Team and Family Spirit
8. Do More With Less
9. Be Passionate and Determined
10. Be Humble