

We will be getting started in just a few minutes.....



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mystrategicplan

Your success takes planning

Strategy Huddle™
with MyStrategicPlan

PURPOSE & GROUND RULES

Purpose

Answer real-world questions, handle high-level strategy issues, and share best practices on strategy, execution, planning

Duration

45-60 minutes

Your Role

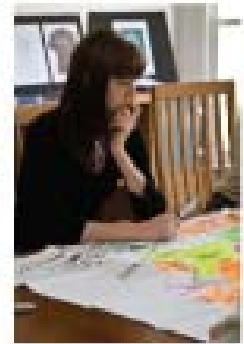
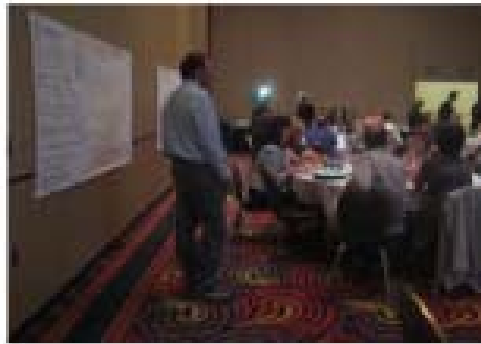
Ask questions: Questions can be submitted via the Chat Box on right at any time. **

Offer suggestions: Share your experience via the Chat Box during the topic at hand

Details

Session will be recorded. Slides to be emailed out to participants.

ABOUT US



mystrategicplan
Your virtual VP of strategy

mychurchplan
Your success takes planning

mynonprofitplan
Your success takes planning

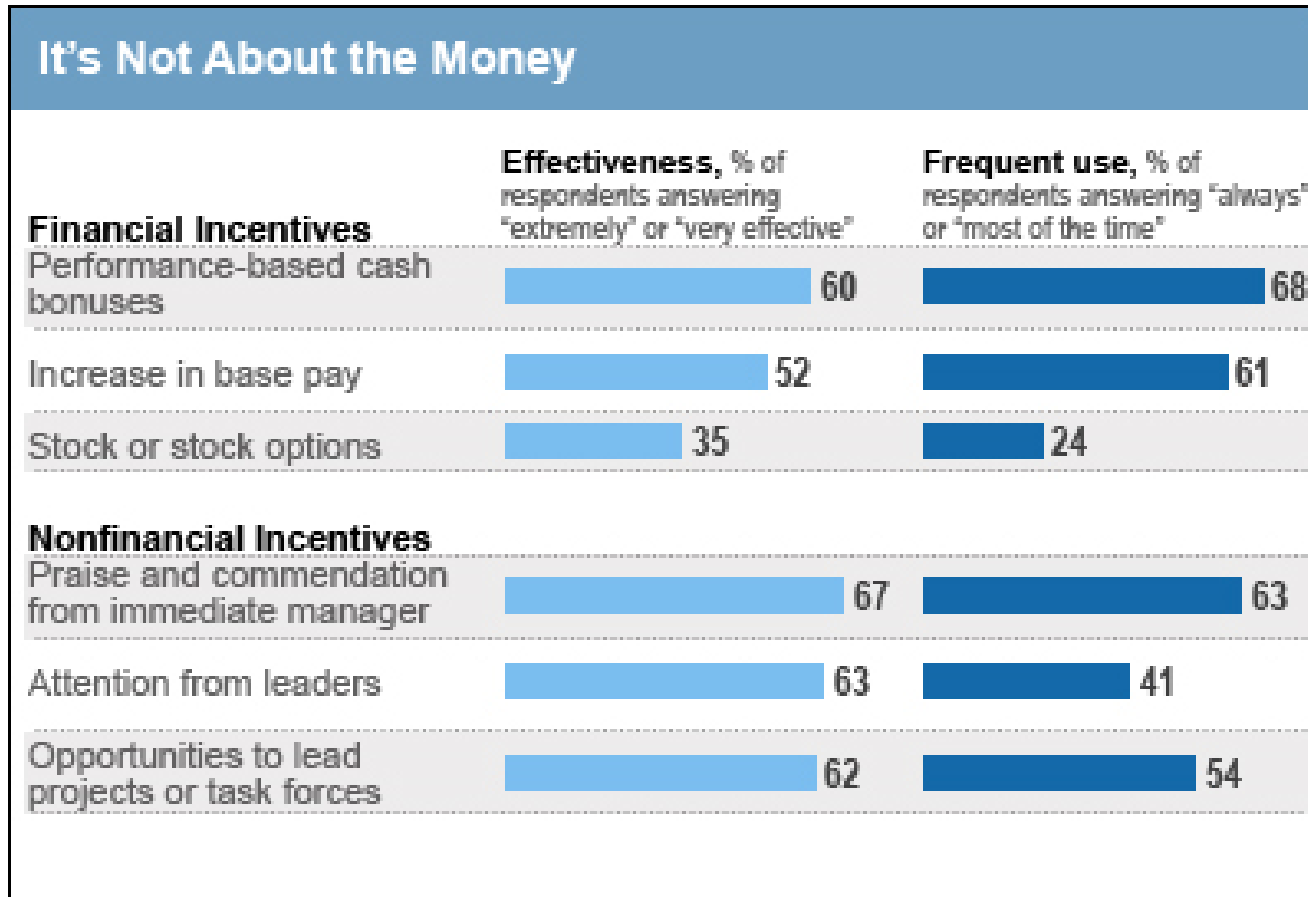


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AGENDA

- I. Strategy Stat of the Month
- II. What is strategy?
- III. Goal/Objective Cascading
- IV. Keeping momentum after your retreat
- V. Live Questions

MOTIVATING PEOPLE BEYOND MONEY



Source: 2009 McKinsey Study [Motivating people: Getting beyond money](#)

How do we know that we have a “strategic plan”? How do we know that we are being strategic?

QUESTION: WHAT IS STRATEGY?

DEFINITION OF STRATEGY

“Competitive strategy is about being different. It means deliberately choosing a different set of activities to deliver a unique mix of value.”

- Michael Porter, Guru of Strategy

STRATEGY UNPACKED

Strategy is a dynamic concept, built around formulation of the value proposition and providing the path towards successfully translating this into results, encompassing:

Strategy Formulation / Articulation: The Value Proposition

- An anchor statement of the mission, values and vision of the firm.
- A scan of influences and our position in the world (frequently revisited).
- Define what success will look like.

Strategy Execution / Successful Delivery

- Identify the key result areas that need to be addressed (and rationale).
- Commit to a structure for delivery and allocate resources.
- Monitor and manage, including management of the risks.

CHECKLIST FOR YOUR PLAN

- ✓ A roadmap to moving (or preserving) our organization to a unique, differentiated position in the market.
- ✓ Creates value for our stakeholders. We'll be better tomorrow than today.
- ✓ Helps our customers accomplish, fix or avoid something. We're meeting a real need.
- ✓ Focuses us on clear priorities and communicates both what we are and are not doing. We made choices.
- ✓ Clearly addressed execution. We resourced the plan.

We always have a great offsite in December only to come back in January in fire fighting mode. How do we keep momentum and turn the plan into action?

QUESTION: KEEPING MOMENTUM AFTER YOUR RETREAT

GROUP QUESTION

What is one action implemented to keep momentum after your retreat?

** Type your answers in the chat box.*

APPOINT A PROCESS OWNER

Task Name	% Complete	Duration	Start	Finish	Resource Names
<input type="checkbox"/> Northern New Jersey Local Council Strategic Planning and Facilitation Schedule	18%	218 days?	Thu 4/23/09	Sun 2/28/10	
<input type="checkbox"/> Phase One: Reviewing and Organizing the Current Strategy and Planning Information (Where are we now)?	47%	83 days?	Thu 4/23/09	Mon 8/31/09	
<input type="checkbox"/> Define Stakeholder expectations, needs and timeline.	74%	49 days?	Thu 4/23/09	Tue 6/30/09	
Interview Scout Executive and Strategic Planning Chair	0%	1 day?	Thu 4/23/09	Thu 4/23/09	
Define timeline expectations	0%	1 day?	Thu 4/23/09	Thu 4/23/09	
Obtain Client Information: Pre-Planning worksheet sent	0%	1 day?	Thu 4/23/09	Thu 4/23/09	
Obtain signed proposal contract	0%	1 day?	Thu 4/23/09	Thu 4/23/09	
Billing information: Get billing vcontact information	0%	1 day?	Thu 4/23/09	Thu 4/23/09	
Contact information: Obtain name, title, email, phone for leadership team that will be part of the facilitation.	0%	1 day?	Thu 4/23/09	Thu 4/23/09	
Define/ Allocate Local Council Strategic Planning Resource needs	100%	17 days	Mon 6/8/09	Tue 6/30/09	
Develop delivery project schedule	100%	17 days	Mon 6/8/09	Tue 6/30/09	
<input type="checkbox"/> Internal Assessment: Current council Information and Documentation	0%	1 day?	Thu 4/23/09	Thu 4/23/09	
Gather and Review all Council Information and Planning Documents	0%	1 day?	Thu 4/23/09	Thu 4/23/09	
<input type="checkbox"/> Kickoff Meeting with Scout Executive, Council President, Strategic Planning Ch	0%	1 day?	Thu 4/23/09	Thu 4/23/09	
Draft agenda and send to Scout Executive to review.	0%	1 day?	Thu 4/23/09	Thu 4/23/09	
Prepare packets for the meeting with summary of information gathered so far, descriptions of the 6 Focus Areas, and the roles and expectations of the meeting participants.	0%	1 day?	Thu 4/23/09	Thu 4/23/09	
Determine the strategic direction, strategic issues, and key outcomes for the council.	0%	1 day?	Thu 4/23/09	Thu 4/23/09	
Assign members of strategic planning committee to chair each of the 6 Focus Area Committees. Each Chair will recruit volunteers for their committees.	0%	1 day?	Thu 4/23/09	Thu 4/23/09	
Each Focus Area Chair will be given a list of the additional assessments that they need to review and analyze.	0%	1 day?	Thu 4/23/09	Thu 4/23/09	

SCHEDULE YOUR STRATEGY UPDATE MEETINGS RIGHT AWAY

Quarterly Actions

- Strategy Development
- Strategy Execution

Teams prepare info about 2 strategic issues and competitive environment

QX Board Report

Annual Strategy Update



Month One

Month Two

Issue Prep

Month Three

Company-wide Rollout (annual)

Leadership Team Strategy Session (2 hrs)

Leadership Team Strategy Session (2 hrs)

Leadership Team QX Strategy Session ½ day (Decisions on strategic issues)

If necessary, update dept. plans and budgets for next quarter

COMMUNICATE TO MOTIVATE & INSPIRE



MISSION STATEMENT
Our purpose is to create and provide gaming machines, pursuing partnerships where we leverage our strengths to achieve a long-term, recurring revenue generating proposition.


VISION STATEMENT
VGT will be one of the top three most profitable US-based manufacturers of gaming machines, dominating the participation market.
Our vision is to triple our business in the next five years. VGT will be one of the top 3 manufacturers of gaming machines as measured by revenue and profit. We will demonstrate excellence in the innovation and creation of unique gaming machines. The industry will envy our profit margins and ability to achieve long-term recurring revenue partnerships with our customers. We drive quality as evidenced through winning the Malco's Holdings Quality Award. VGT will be voted the best company to work for in the gaming industry.

At VGT, we will measure excellence through looking at units placed against similar products in our market. We will achieve at least 20% of the market share with a 5-year focus in North America. Our win per unit will exceed 10% above the average. We will achieve 200% of revenue outside of Oklahoma. We will sustain the lease share model at a rate comparable to market average. And, our customer and player surveys will reflect the highest level of satisfaction.


In the next five years, VGT will have great success and our associates will share in it.

CORE VALUES

- We will Respect our associates and Value their contributions.
- We will compete with Passion and Integrity.
- We will Communicate openly and honestly.
- We will cultivate Excellence and Innovation.
- We will foster a Fun and Rewarding work environment.
- We will encourage a culture of Collaboration and Accountability.
- We will Do the Right Thing.










North Slope Borough School District
2009-2014 Strategic Plan



EVERYONE NEEDS TO SEE "MY STUFF"

Black Bear District: Action Plan

Date Revised: 01/11/10

Priority	District & Committee Goals & Staff & Sub-Committee Goals	Who	Year End Target	% Complete/ YTD	Status/ Variance	Start Date/ End Date	Comment
1.1 Membership: The Council will increase traditional membership by 5% each year over the next five years with more aggressive recruiting throughout the Council. (% membership increase in urban areas per year)							
	1.1.2 Membership: Engage school superintendents to promote access to schools. 1.1.2.1 Membership: Sub-Committee / Staff / Volunteer goal here.	Black Bear District		0 %		1-1-2010, 12-31-2012	
	1.1.13 Membership: Implement newest program features. 1.1.13.1 Membership: Sub-Committee / Staff / Volunteer goal here.	Black Bear District		0 %		1-1-2010, 12-31-2012	
	1.1.24 Membership: District will increase traditional membership by X% each year over the next five years. 1.1.24.1 Membership: Sub-Committee / Staff / Volunteer goal here.	Black Bear District		0 %		1-1-2010, 12-31-2012	
				0 %			
1.2 Membership: The Council will have retention of 80% the end of 2015 (Retention rate by 2015)							
	1.2.2 Membership: Monitor membership trends by the Black Bear District Membership Committee. 1.2.2.1 Membership: Sub-Committee / Staff / Volunteer goal here.	Black Bear District		0 %		1-1-2010, 12-31-2012	
	1.2.11 Membership: Emphasis will be placed on recharter services such as membership audits and save a scout calls. 1.2.11.1 Membership: Sub-Committee / Staff / Volunteer goal here.	Black Bear District		0 %		1-1-2010, 12-31-2012	
	1.2.20 Membership: Increase commissioner services by a ratio of 3 to 1.	Black Bear District		0 %		1-1-2010, 12-31-2012	

NO MORE THAN FIVE "HIGH PRIORITIES"

Incremental:

Short-term, high priority

Substantial:

Mid-term, medium priority

Transformational:

Long-term, low priority

LOSS OF MOMENTUM COMES FROM...

- 1. No progress:** Show real, substantial, data-based progress.
- 2. Not relevant:** Keep the plan relevant by updating based on your strategic issues discussions.
- 3. No WIIFM:** Set rewards for achievement.
- 4. Cancelling meetings:** Stay committed to the process and to the discipline.
- 5. Feels like busy work:** Plan needs to add value to the day-to-day.

SUMMARY ACTIONS

- ✓ Appoint a process owner
- ✓ Schedule your strategy update right away
- ✓ Communicate to motivate and inspire
- ✓ Everyone needs to see “My Stuff”
- ✓ No more than five high priority items

*I know goal cascading is part of driving accountability from strategy to daily action.
What are the tips to doing it correctly?*

**QUESTION: HOW DO YOU
CASCADE GOALS/OBJECTIVES?**

STRATEGIC PLAN FRAMEWORK



PUBLIC SERVICES DRILLDOWN:

SUPPORTS THE STRATEGIC THEMES IN RED

#1 ENSURE A SAFE AND SECURE COMMUNITY

#2 PRESERVE OUR SENSE OF PLACE

#3 PROACTIVELY PLAN OUR LAND USE, INFRASTRUCTURE AND CONNECTIVITY. UNITE LAND USE WITH FUNCTION.

#4 PROTECT OUR NATURAL AND ENERGY RESOURCES.

#5 FOSTER A VIBRANT ECONOMIC ENVIRONMENT

#6 OPERATE AN ACCOUNTABLE, RESPONSIVE AND ENGAGED CITY GOVERNMENT

#7 BE THE EMPLOYER OF CHOICE

PUBLIC SERVICES DRILLDOWN:

SUPPORTS THIS CITY-WIDE GOAL

#5 FOSTER A VIBRANT ECONOMIC ENVIRONMENT

Recognize and establish districts of vibrancy within the city.

Actively drive and invest in a regional approach to economic development.

Continue to develop Las Cruces as a tourist destination.

PUBLIC SERVICES DRILLDOWN: DEPARTMENT-SPECIFIC OBJECTIVE

#5 FOSTER A VIBRANT ECONOMIC ENVIRONMENT.

Continue to develop Las Cruces as a tourist destination.

- Continue marketing the city as a tourist hub.
- Maximize opportunities presented by Space Port America.

PUBLIC SERVICES DRILLDOWN: TEAM-SPECIFIC OBJECTIVE

#5 FOSTER A VIBRANT ECONOMIC ENVIRONMENT

Continue to Develop Las Cruces as a Tourist Destination

- Maximize opportunities presented by Space Port America
 - Co-branding City with Space Port.
 - Look into developing educational/informational tours with MVEDA, Space Port America.*

DEPARTMENT PERSPECTIVE: OBJECTIVES LEAD BY PUBLIC SERVICE

- ❖ Strengthen community safety, emergency preparedness and response/recovery in all departments of the city. (Community Peace of Mind)
- ❖ Implement and support existing cultural, recreational and educational visions.
- ❖ Ensure our infrastructure is developed and maintained to meet service demands.
- ❖ Facilitate connectivity and reduce congestion by maintaining an effective transportation infrastructure.
- ❖ Recognize and establish districts of vibrancy within the city.
- ❖ Actively drive and invest in a regional approach to economic development, with segmentation according to location, opportunities, and impact.
- ❖ Continue to develop Las Cruces as a tourist destination.

TEAM MEMBER PERSPECTIVE: JOHN SMITH'S OBJECTIVES

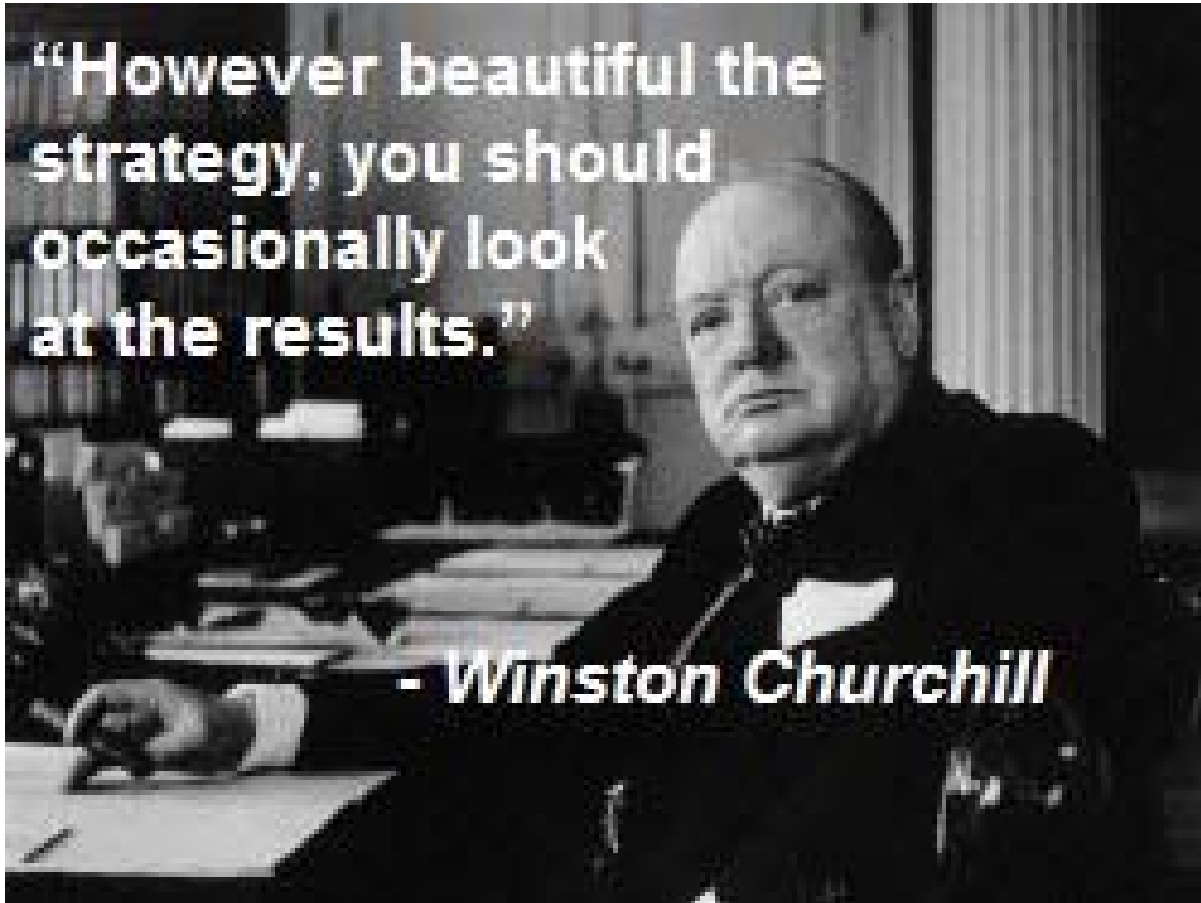
- ❖ Identify internal and external costs and logistics associated with shuttle service to the Space Port.
- ❖ Work with PIO to ensure the co-branding material is implemented in appropriate departments.
- ❖ Review annual strategies of MVEDA and ensure all departments roles are clearly defined.

SUMMARY ACTIONS

Effective goal/objective cascading comes from making sure the “grains are the right size” at each level:

- ✓ Authority/ownership
- ✓ Duration of time
- ✓ Resources

IN-THE-MOMENT QUESTIONS



NEXT HUDDLE

- ❖ 9am PT, February 24th
 - Potential topics:
 - TBD... we are still collecting topics.
- ❖ Follow us on Twitter @MyStrategicPlan
- ❖ Send in questions for the next Strategy Huddle to admin@mystrategicplan.com and reference the Strategy Huddle in the subject line
- ❖ Questions submitted during presentation that we did not get to will be followed up via email or phone call.
- ❖ Today's session is being recorded and will be posted.

CONTACT INFORMATION

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Our office hours are Mon-Fri 9am-5pm (PT).