

Strategic Plan Catch Ball Session

OVERARCHING QUESTION: WHAT DO YOU LIKE? WHAT DOESN'T RESONATE WITH YOU? WHAT WOULD YOU CHANGE AND HOW?

Questions to ask regarding mission:

Mission statements are meant to reflect the day-to-day work of the organization and be concrete enough that it couldn't be just anyone's mission statement. They include a description of key service(s), the customer(s) and the impact of your work. Do you see yourself and the work you do for the City of Shoreline reflected in this mission statement? How?

Questions to ask regarding vision:

Vision statements are meant to be aspirational. They describe an ideal future 10 or even 30 years away that is unique to what you do. Do you have questions about what this vision means? Do you feel like this is something you want to be part of making happen/be a part of?

Questions to ask regarding goals:

Goals are meant to guide our work for three to five years and move us toward our vision. Do these goals move you toward your vision? Are these goals long-term enough? Are they appropriately phrased to encompass some of our major focal areas? (For example, "Implementing new _____ software" is likely an initiative. A goal might be something such as "Implementing and optimizing the use of _____ software" because it presumes continuous improvement in the use of the tool.)

Questions to ask regarding initiatives:

Initiatives are meant to move you toward your organization goals over the next 6 – 18 months. Are these initiatives key to create momentum toward reaching your goals? Are these initiatives broad enough to take you out 18 months? Are they "just do it" items that you can/should put on a work plan? Are some of them tasks under an overarching initiative? (Given our previous example, "Contracting for _____ software implementation" is likely a task under "Implementing new _____ software" if it happens in the next five months.) Are they measurable? Some might be admirable behaviors, like sharing information, but not be measurable.