

JJ&W STRATEGIC PLANNING MODEL

- A. **GOAL SETTING**, using the Simple-Minded method
1. Where are we now?
 2. How did we get here?
 3. Where do we want to be in **x** years?
 4. How will we get there?
- B. **ENVIRONMENTAL SCAN**: what else is going on, or likely to occur, around us that will create barriers or affinities to meeting the goals; (so we don't do Vacuum Planning)?
1. Politically
 2. Socially
 3. Economically
 4. Technically
- C. **STRATEGY**, moving into a reality check for Tactics
1. What *behavior* must be motivated, reinforced or modified to achieve the goals?
 2. Precisely *which publics* can or must give those behaviors; or whose withholding of behaviors, or overt opposition, could keep us from the goals?
 3. Since people don't often go straight to the ultimate desired behaviors, what *immediate behaviors* might we have to lead them through as way stations?

4. Since groups/publics don't usually act spontaneously, who are the *opinion leaders* in these publics & what behaviors must be sought from them to stimulate the group?

(5 levels of influentials: role models, opinion leaders, power leaders, cheerleaders, "celebrities")

N.B. Number 4 takes you back to number 1, thus completing the strategic plan's cycle.