Plan – Implement – Communicate:
Building Strategic Planning and Storytelling Capacity for Community Impact

- Establishes direction and priorities
- Sharpens focus and creates alignment
- Outlines clear path and simplifies decision-making
- Allows time for reflection and grounding
- Provides sense of purpose and meaning
- Creates momentum and clear communication

Why??

Vision & Mission
Strategic Directions & Goals
Activities & Evaluation
Board
Staff

START
Why
How
What

Simon Sinek
Spark
- Make the case
- Design process & timeline
- Create Planning Team
**Environmental Scan**
- Political
- Economic
- Social
- Technological
- Legal
- Sector

**SOAR**
- Strengths
- Opportunities
- Aspirations
- Results

**Rounding Meetings**
- What's working?
- What could use some attention?
- What tools or training do you need?
- Who else is doing good work?
Community Survey Questions

- Do you have a library card?
- How often do you use the library?
- Why do you not use the library?
- What do you value about the library?
- Are you aware of specific library services?
- What else would you like to see the library offer?

Question categories for community survey:

<table>
<thead>
<tr>
<th>Usage</th>
<th>Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>Satisfaction</td>
</tr>
<tr>
<td>Future Focus</td>
<td>Community needs / trends</td>
</tr>
<tr>
<td>Access</td>
<td>Other</td>
</tr>
</tbody>
</table>
Spark
- Make the case
- Design process & timeline
- Create Planning Team

Learn
- Environmental scan
- SOAR analysis
- Board/staff survey
- Community information
- Statistics/trends

Dream
- Board retreat
- Staff retreat

Vision

Mission
Your process:

<table>
<thead>
<tr>
<th>Phase</th>
<th>Activities</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learn</td>
<td>Planning Team Kick-Off</td>
<td>2 months</td>
</tr>
<tr>
<td></td>
<td>Board/Staff information gathering</td>
<td></td>
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<tr>
<td></td>
<td>Community Information review, survey, focus groups</td>
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<tr>
<td></td>
<td>Library data review</td>
<td></td>
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<tr>
<td></td>
<td>Learning Report</td>
<td></td>
</tr>
<tr>
<td>Dream</td>
<td>Planning Team meeting</td>
<td>1-2 months</td>
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<tr>
<td></td>
<td>Staff retreat</td>
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<tr>
<td></td>
<td>Board retreat</td>
<td></td>
</tr>
<tr>
<td>Do</td>
<td>Document development</td>
<td>2-3 months</td>
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<tr>
<td></td>
<td>Activity Plan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evaluation framework and reporting template</td>
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Implementation for Board Members

Change  Transformation
Ending Neutral Zone

New Beginning

• Letting go of the old ways and the old identity people had
• Help people deal with their losses
Neutral Zone
- Chaos! The old is gone, but the new isn't fully operational
- Critical time for realignment and repatterning

New Beginning
- New identity developed
- New energy
- New sense of purpose
What are some questions you could ask during the implementation phase to show you are supportive while not trying to micromanage?

- What training do you need to feel confident during implementation?
- How is implementation going? Are there aspects that you need help with? Are there places you are getting stuck?

What are some signs you might see if strategic plan implementation is on track?

- Regular updates and reporting
- Happy staff, happy patrons
- New things happening

What are some ways the Board could intervene if they felt strategic plan implementation was not moving forward?

- Ask for a report at each Board meeting
- Individually meet with the direction to see how you can support
- Conduct a performance review

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**Good Stories**

- Universal
- Simple & Focused
- Structure & Purpose
- Emotional Appeal
- Surprising & Unexpected
- Relatable Characters

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**Universal**
Surprising & Unexpected

Simple & Focused

Good Stories

Universal
Simple & Focused
Surprising & Unexpected
Emotional Appeal
Relatable Characters
Structure & Purpose

Simple & Focused
Once upon a time, there was…

Every day…

Because of that…

Until finally…

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