Plan – Implement – Communicate:

Building Strategic Planning and Storytelling Capacity for Community Impact

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Why??

- 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

START WITH WHY
HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION
SIMON SINEK

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rections
Evaluation

Board
Staff

Spark Learn Dream Do

Spark

- Make the case
- Design process & timeline
- Create Planning Team

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Learn

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

Internal Learning

Environmental Scan	SOAR	Rounding Meetings
• Political • Economic • Social • Technological • Legal • Sector	• Strengths • Opportunities • Aspirations • Results	• What's working? • What could use some attention? • What tools or training do you need? • Who else is doing good work?

External Learning

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:

• Usage	• Awareness
• Value	• Satisfaction
• Future Focus	• Community needs / trends
• Access	• Other

Spark
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Learn
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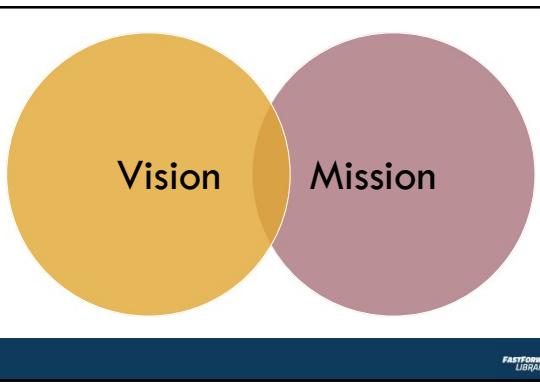
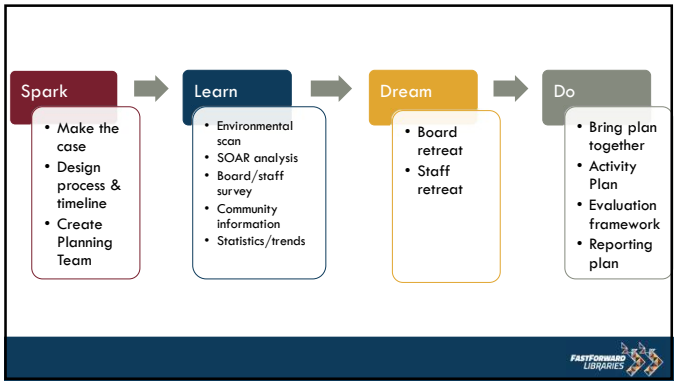
Dream
- Board retreat
- Staff retreat

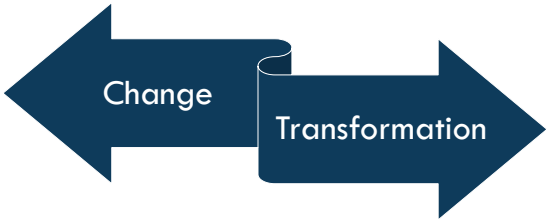




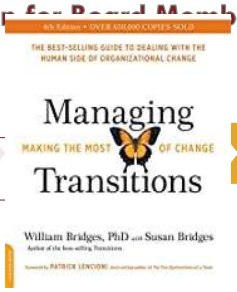
Your process:

Phase:	Activities:	Timeline:
Learn	• Planning Team Kick-Off • Board/Staff information gathering • Community information review, survey, focus groups • Library data review • Learning Report	2 months
Dream	• Planning Team meeting • Staff retreat • Board retreat	1-2 months
Do	• Document development • Activity Plan • Evaluation framework and reporting template	2-3 months

Implementation for Board Members



Implementation for Board Members



Ending

New Beginning

Implementation for Board Members

Ending

- Letting go of the old ways and the old identity people had
- Help people deal with their losses

Implementation for Board Members

Neutral Zone

- Chaos! The old is gone, but the new isn't fully operational
- Critical time for realignment and repatterining

Implementation for Board Members

New Beginning

- New identity developed
- New energy
- New sense of purpose

Implementation for Board Members

Ending → Neutral Zone → New Beginning

What are some questions you could ask during the implementation phase to show you are supportive while not trying to micromanage?

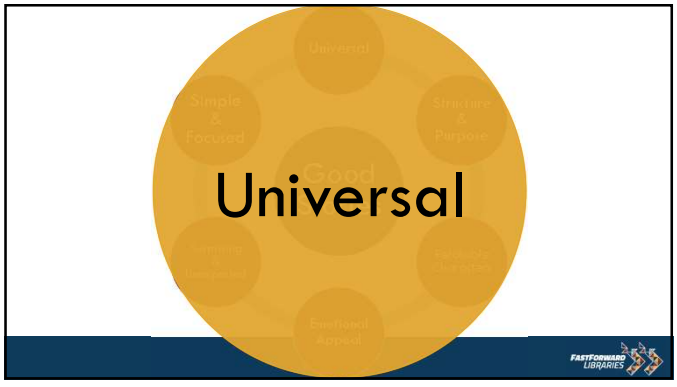
- What training do you need to feel confident during implementation?
- How is implementation going? Are there aspects that you need help with? Are there places you are getting stuck?

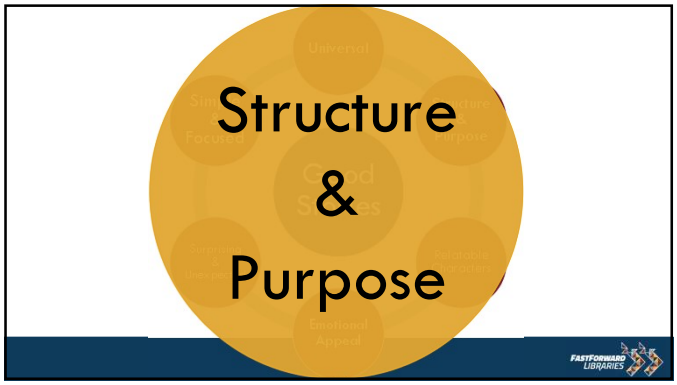
What are some signs you might see if strategic plan implementation is on track?

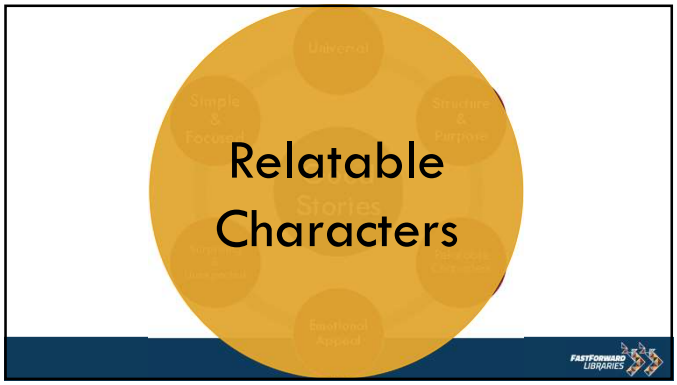
- Regular updates and reporting
- Happy staff, happy patrons
- New things happening

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

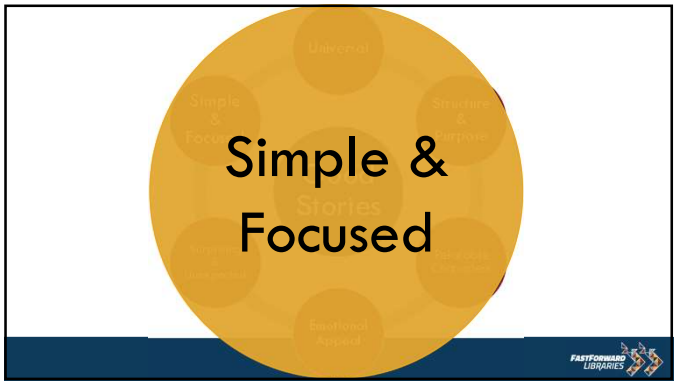



Structure
&
Purpose

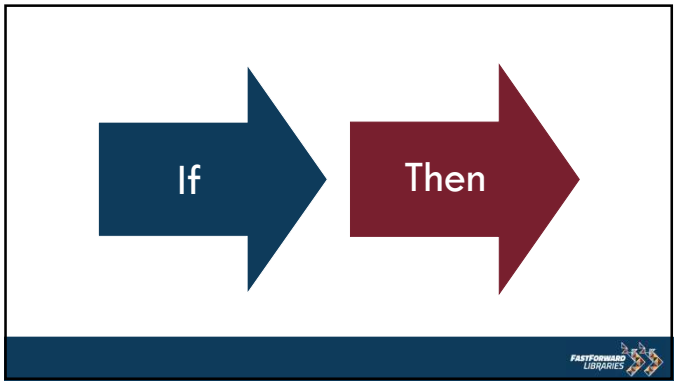

Relatable
Characters

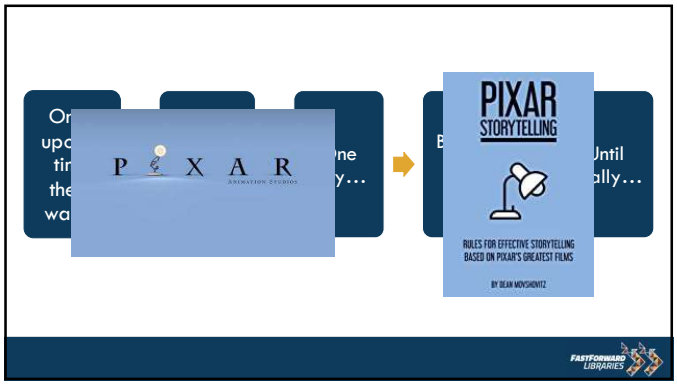
Emotional
Appeal

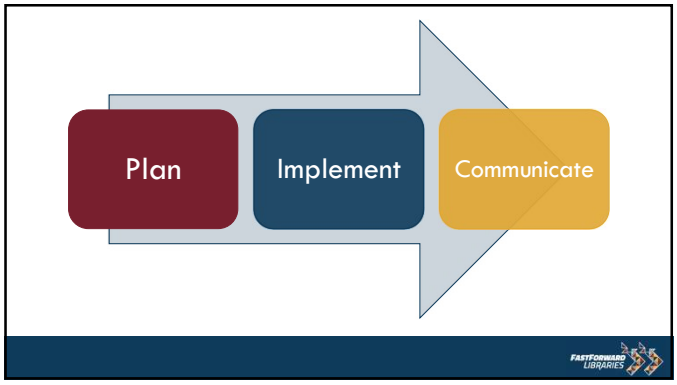
Surprising
&
Unexpected


Simple &
Focused

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


If
Then


PIXAR
STORYTELLING
RULES FOR EFFECTIVE STORYTELLING
BASED ON PIXAR'S GREATEST FILMS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