Vision, Mission, Strategy, Tactics and Goals

Student Leadership Development Series Workshop 8
"A vision is not just a picture of what could be; it is an appeal to our better selves, a call to become something more."

Rosabeth Moss Kanter
Agenda

- Introductions
- Series Overview
- Vision Statements
- Mission Statements
- Strategic Plans
- Tactical Plans
- S.M.A.R.T Goals
Training Objectives

- Understand the differences between a Vision Statement and Mission Statement
- Understand the differences between a Strategic Plan and Tactical Plan
- Write a S.M.A.R.T. Goal
Learning Contract

- Give your full attention to the class
- Listen to everyone speaking
- No side conversations
- Raise hand to be recognized
- Everyone must participate and contribute
Series Overview

1. Knowing Thyself: Finding Your Inner Leader
2. Mastering Your Emotions
3. Stakeholders: Leading from the Middle
4. Communicating Is Key to Leading
5. Identifying Your Leadership Style
6. Recruiting, Selecting, Developing and Empowering Your Team to Be Leaders
7. Understanding Forms of Powers
Series Overview (cont)


9. Managing Change

10. Managing Projects: Time, Money, Workload and Stakeholders

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11. Negotiating the Win-Win: Cultivating Additional Resources

12. Speaking Your Mind: Why Silence Kills

13. Leading With Aloha
Your Facilitator

- Jonathan K. Wong, MBA, MEd, MPA
- Student Leadership Experiences
  - Student Council (4th grade - 6th grade)
  - JPO (4th grade - 6th grade)
  - Student Government (9th grade - 12th grade)
  - JROTC (9th grade - 12th grade)
Your Facilitator (cont)

- Jonathan K. Wong, MBA, MEd, MPA
- Student Leadership Experiences
  - Peer Tutor, The Learning Center at HonCC (1997-1999)
  - Phi Theta Kappa Vice President (1997-1998)
  - Mortar Board Honor Society Comm Director (1999-2000)
  - ETEC Hui (2008-2010)
Your Facilitator (cont)

- Jonathan K. Wong, MBA, MEd, MPA
- Professional Experiences
  - Math Lab Coordinator
  - Computer Lab Manager
  - Tech Coordinator
  - IT Project Manager
Your Facilitator (cont)

- Jonathan K. Wong, MBA, MEd, MPA
  - Professional Experiences
    - Federal Grants Manager
    - Strategic Planning and Budget Chair
    - Technology Task Force Chair
    - Technology Advisory Group Chair
    - Staff Senate Chair
Introductions

- Name
- Major
- Organizational Affiliation
Vision Statement

- A statement that encapsulates what the organization wants to be and how it wants the world (or its operating environment) to be like
- Grounded in your organizational values
Mission Statement

- A statement that describes why an organization exists and the work it does to bring about its vision
- Grounded in measurement and metrics
Exercise: Vision and Mission

- Write a draft Vision Statement for your organization
- Write a draft Mission Statement for your organization
Strategic Plan

- Usually looks 5 years or more out
- “Big picture” view
- Guides the “what” an organization will do
Tactical Plan

- Usually looks 1 year out or less
- “Day-to-day” view
- Guides the “how” an organization will do
Exercise: Strategic Plan

- Thinking five years down the road identify three items of strategic advantage you would like to see your organization pursue
Exercise: Tactical Plan

- Take one of your strategic plan items and now develop three tactics to help achieve that strategic plan item
S.M.A.R.T. Goal

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound
Exercise: S.M.A.R.T. Goals

- Develop a S.M.A.R.T. goal you can accomplish within the next month for your organization or your personal life
A goal with no plan is just a wish.

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Closing Thoughts

"A dream is just a dream. A goal is a dream with a plan and a deadline."
– Harvey Mackay –
Questions?
Next Time:
Managing Change