



## **STRATEGIC PLAN MEETING AGENDA**

**Tuesday, April 28, 2015, 6:00 p.m.**

**55 Zina Street, Orangeville – Sutton Room (2<sup>nd</sup> Floor)**

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**1. Introductions**

Ms. Sonya Pritchard to introduce facilitator and the process

**2. Overview of Strategic Planning**

Facilitator, Mr. David Clark to provide an overview of the process including definitions of key terms (attached to the agenda) and the benefits of a Strategic Plan

**3. Strategic Questions and Priorities**

Mr. Clark to lead Council through a discussion centered around the following questions:

- a. What are the 'big things' on your mind?
- b. What is the business of the County
- c. What are we doing that we need to keep doing? What do we not need to keep doing?
- d. What can we do better?
- e. What are some external opportunities? Threats?
- f. What are the key priority areas that the County should focus on over the next four (4) years and into the future?

**4. Discussion of Vision, Mission, Core Business Statement, Strategic Priority Areas**

Mr. Clark to lead Council discussion on Vision, Mission, Core Business Statement, Strategic Priority Areas.

**5. Next Steps**

Ms. Pritchard and Mr. Clark to provide an overview of the next steps.

County of Dufferin Strategic Planning Process 2015  
Council Workshop  
April 28, 2015

**Overview**

The purpose of the meeting is to provide an opportunity for Council members to: reflect on the current programs and services being delivered by the County and the environment in which it delivers them; identify the key elements of vision, mission and core business; and identify strategic priorities that the County should be focusing on over the next four years and into the future, and ways to measure them.

Following are a list of questions that will be used to guide discussion during the meeting. A number of strategic planning terms are attached to help position your thinking.

Please take a few moments to think about how you feel about the programs and the services that the County delivers to the community and consider the following questions:

1. What are the “big things” on your mind?
2. What is the business of the County?
3. What are we doing that we need to keep doing? What do we not need to keep doing? What can we do better?
4. What are some external opportunities? Threats?
5. What are the key priority areas that the County should focus on over the next 4 years and into the future?

**Strategic Planning Terms**

**Strategic Planning**

A systematic process of envisioning a desired future, and translating this vision into broadly defined goals or objectives and a sequence of steps to achieve them. In contrast to long---term planning (which begins with the current status and lays down a path to meet estimated future needs), strategic planning begins with the desired---end and works backward to the current status.

**Vision**

An inspirational description of what an organization would like to achieve or accomplish in the mid---term or long---term future. A clear guide for choosing current and future courses of action – the cause of what is done. A picture of the preferred future (Bernard Marr – author).

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**Mission**

A declaration of an organization's core purpose and focus that distinguishes what is important and what is not – the effect of what is done or something to be accomplished. Articulates the purpose of the company, basically why it exists, what it does and for whom. It should serve as an ongoing guide that spells out what the company is all about. The mission should focus on the here and now.

**Core Business**

Core business is the business that the association is primarily in and a core business statement succinctly states this. It is generally considered good for an organization to focus on its core business and rid itself of other “things” it does unless it has strong “synergies” or strategic reasons to justify being involved in a “business” other than the core business. In a few words it is the most important work that an organization does that it is most expert at, that makes it different from other organizations, that contributes most to its success, and, usually that it was originally set up to do.

**Strategic Priorities**

Strategic goals ranked by their importance in achieving the desired results. All subsequent objectives, strategies and operational or tactical planning and resource allocation is based on strategic priorities.

**Strategic Goals**

The planning objectives that an organization strives to achieve. Most senior managers will take the time to develop and articulate appropriate strategic goals for their business in order to demonstrate to subordinate employees what their plans and vision for the company are. Such strategic goals should be achievable and should reflect a realistic assessment of the current and projected business environment.

**Strategic Leadership**

The process of using well considered tactics to communicate a vision for an organization or one of its parts. Strategic leadership typically manages, motivates and persuades staff to share that same vision, and can be an important tool for implementing change or creating organizational structure within a business.