

TWO STEPS FORWARD, NO STEPS BACK

*The Importance and Impact of a
Comprehensive Strategic Plan*

Participant Packet

STRATEGIC
ADVANTAGE
— CONSULTING —

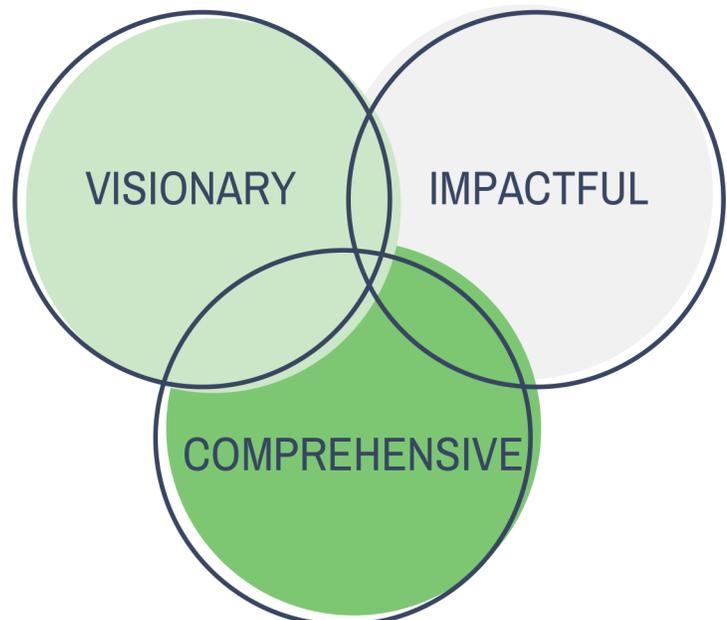
Tim Weisheyer



STRATEGIC
ADVANTAGE
— CONSULTING —

- 2011 President of Osceola County Association of REALTORS®
- 2012-2020 Two-term Chairman of Osceola School Board and Board Member
- 2019-2020 President of Florida School Boards Association
- 2021 Gubernatorial Appointment by Governor Ron DeSantis to Greater Orlando Airport Authority Board
- 2023 Vice President of Florida REALTORS®
- 2024 Chair NAR Strategic Planning Committee
- 2025 President of Florida REALTORS®

**YOUR STRATEGIC PLAN
IS YOUR ROADMAP AND
SHOULD BE:**



Why is a strategic plan visionary?

Creates clarity

Guides resources

- Human, capital, and physical

Creates buy-in from all stakeholders

Creates accountability

- Allows for you and others to be held to their stated goals

Creates unison of thought/direction/desired outcomes

Creates transparency

- Others know and understand what is being worked toward

What makes a strategic plan impactful?

Cross-section of stakeholders contributing to it

- Input from within the organization and from outside sources
- How does every goal/strategy help or hurt the other departments within your organization?

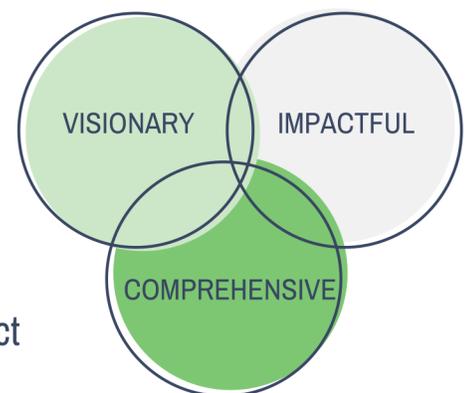
Being executed with consistency and fidelity

Fiscal alignment

- Is it really telling your money where it needs to go?
- Have you or can you create the financial wherewithal to act on and deliver on the plan?

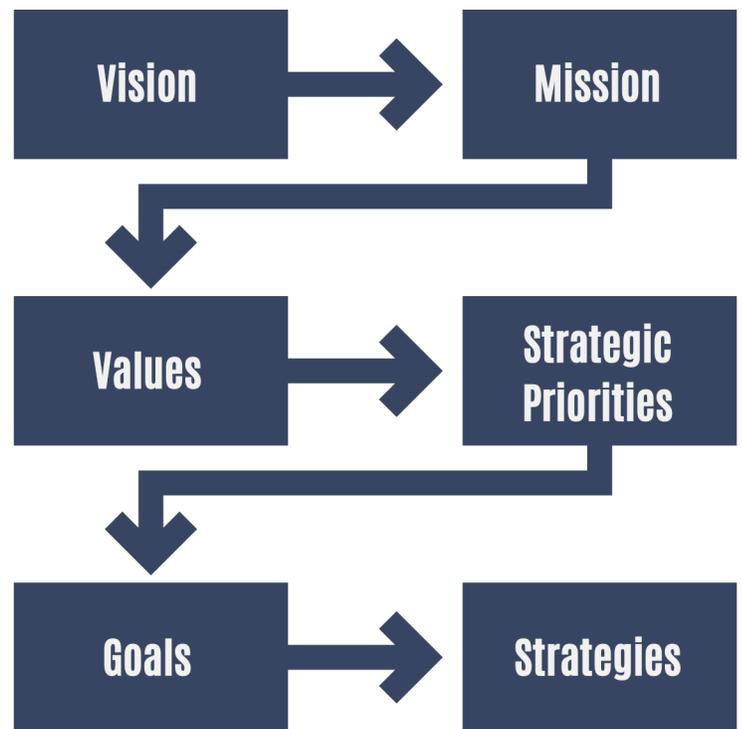
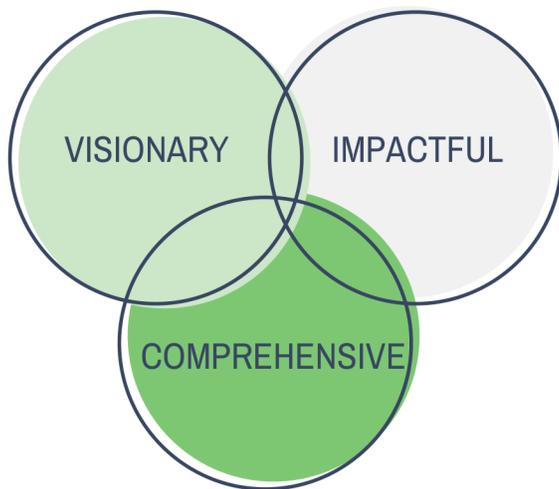
Operational alignment

- Right people
- Right systems & processes
- Right infrastructure



How is a strategic plan comprehensive?

By taking a holistic approach to encompass your organization's mission and vision and utilize all of your resources to drive your organization toward future success.

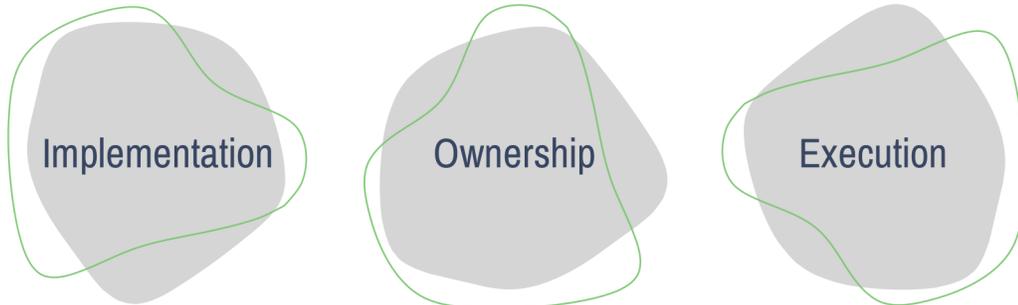


Includes SMART goals



How is a strategic plan comprehensive?

Alignment with responsible parties for:



Alignment of:



Budget



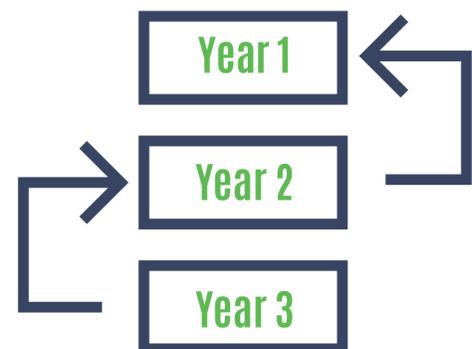
Timeline



Metrics and measurements

Scope

- ① Create comprehensive 3-year plan
- ② Review and update goals and strategies, adding the next year's plan
- ③ Continue the cycle:
Reassess the plan annually and add the next year's plan



IF YOU HAVE A STRATEGIC PLAN THAT DOES NOT HAVE ALL OF THESE ELEMENTS, YOU DO NOT HAVE A COMPREHENSIVE STRATEGIC PLAN.

