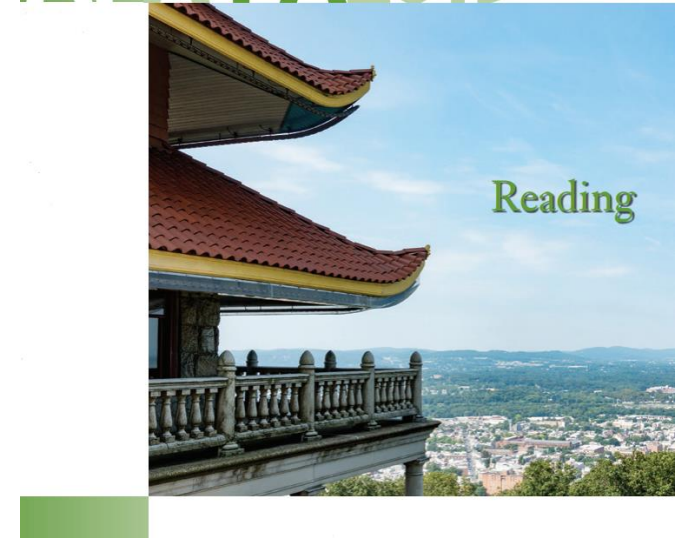




STRATEGIC PLANNING for PLANNING AGENCIES

APA-PA2019





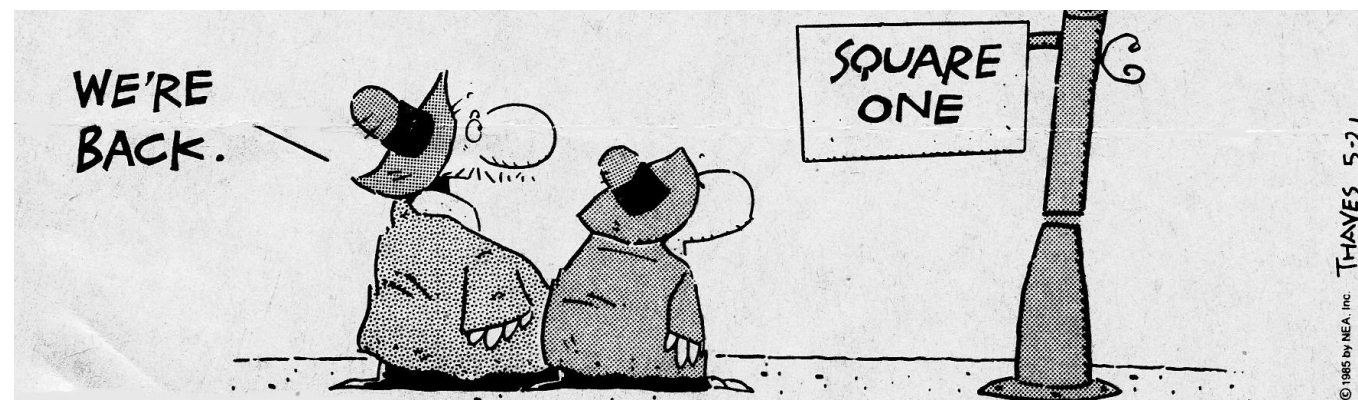
DENNY UKO, PLANNING CONSULTANT

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412.526.0941

Comprehensive planning
Strategic planning
Land use ordinances
Planning training



Does your planning agency
need a strategic plan?





Strategic Planning

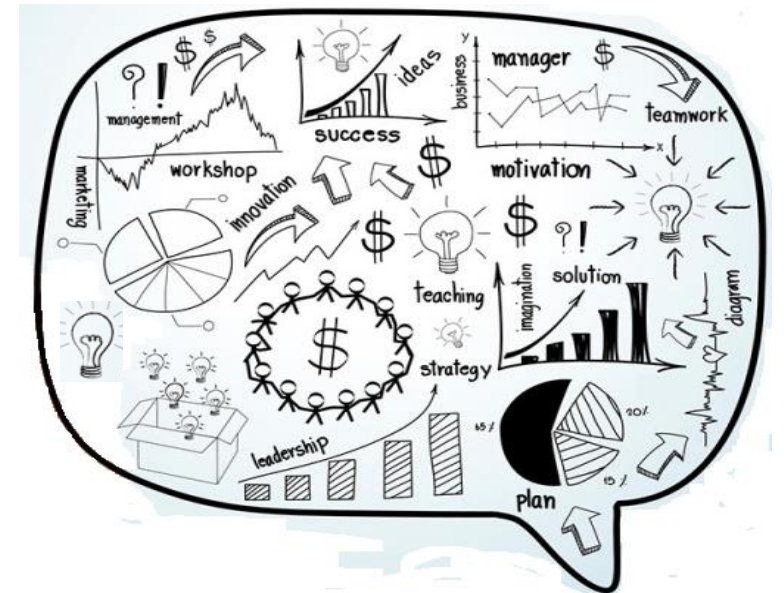
An organizational development activity used to:

- Respond to a changing environment
- Set priorities
- Improve performance
- Realign capacity – employees, funding, partners – toward common goals

Fundamental decisions that guide:

- What an organization is
- Who it serves
- What it does
- Why it does it

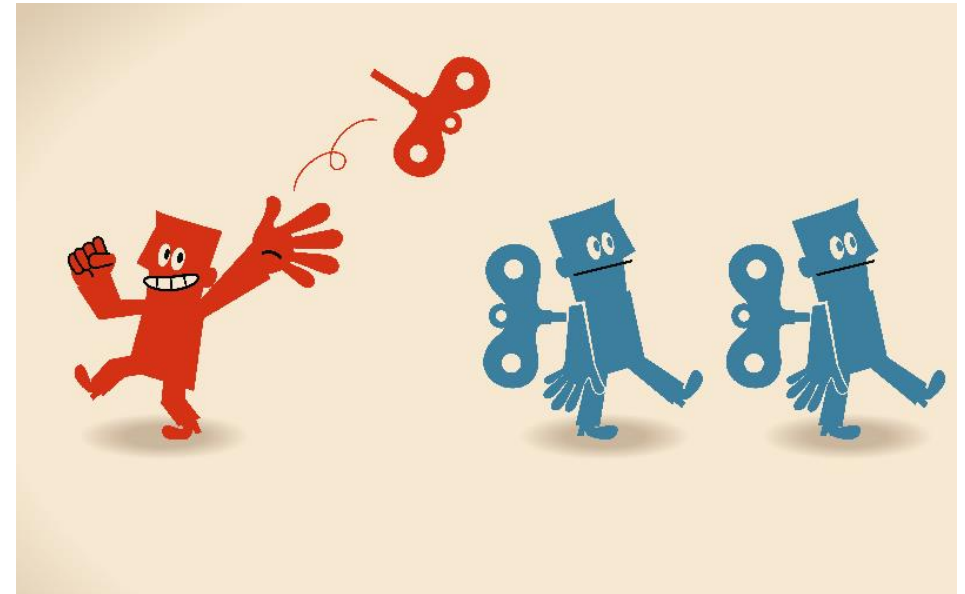
Essential for all organizations!





Different?

- Focus on the end state
- Actionable performance information
- Realignment of resources, systems, culture – change
- Includes learning, performance monitoring & feedback





Reactive

Not connected, not involved, ignored

Manager

Spinning our wheels

Implementation is someone else's job

Strategic Plan

Proactive

"Go-to" agency

Planner, facilitator

Making a visible impact

Accountable for results



Is your planning agency dynamic?

- Active, energetic, in motion, changing, progressing

APA definition:

- “Planning is a dynamic profession...”

We are so overwhelmed!

Is your planning agency tactical?

- The seven hurdles of hell

Or strategic?

- The greater good

We never see results!



Two Parts

Information

- Mission
- Goals
- Strategies
- Action plans

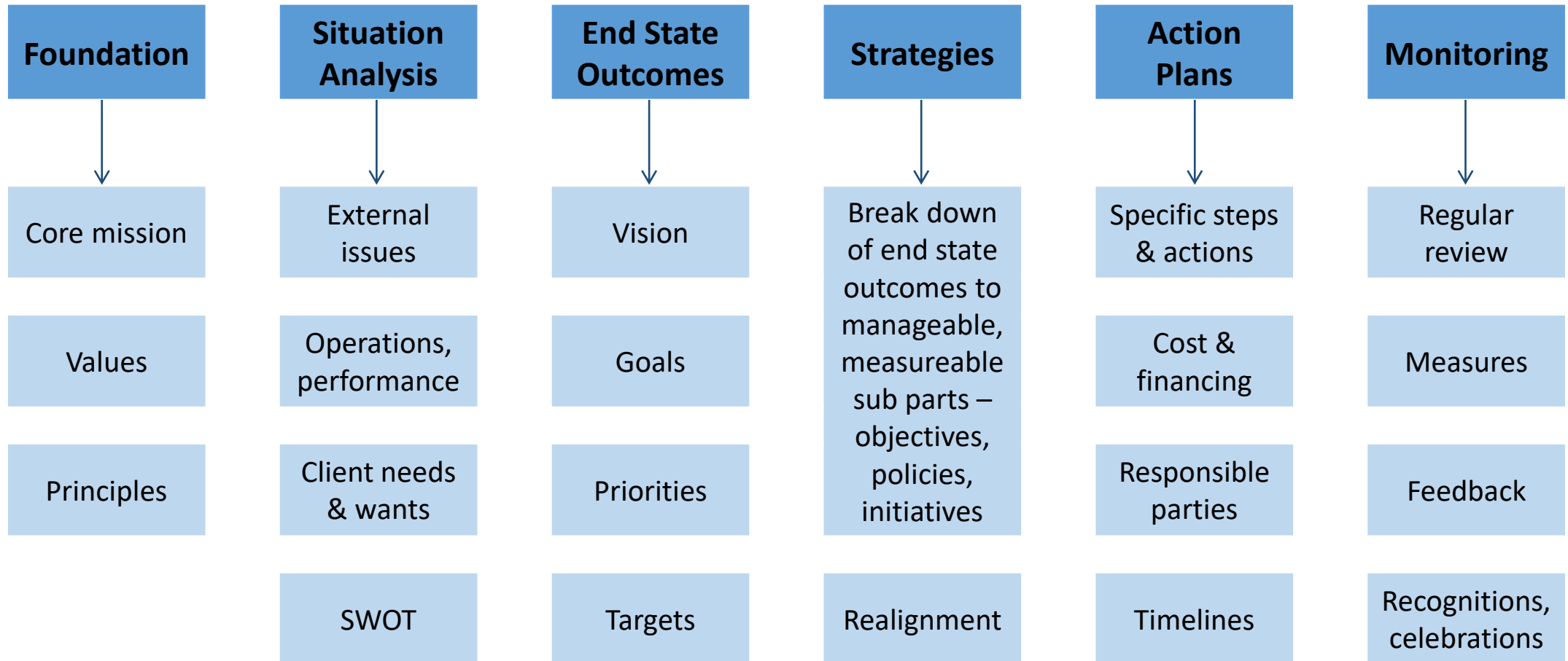


Process

- Building organizational agreement & excitement
- Realigning capacity and resources
- Creating partnerships, networks



Process





Keys

- Clear goals, understood by all
- Aspirational, exciting, “personal” goals
- Honest, forthright assessment, from within and from outside (The truth may hurt. It will also be motivating!)
- Broad involvement, buy-in within the organization, buy-in from clients, outside parties
- Will, commitment
- Strategies that capitalize on organization’s values, strengths & culture
- Change management (Change is hard!)
- Real leadership (Not “my way or the highway!” Not “one size fits all.”)



Who can?



You can!

- Do some reading
- Get some training

Or a consultant can help facilitate

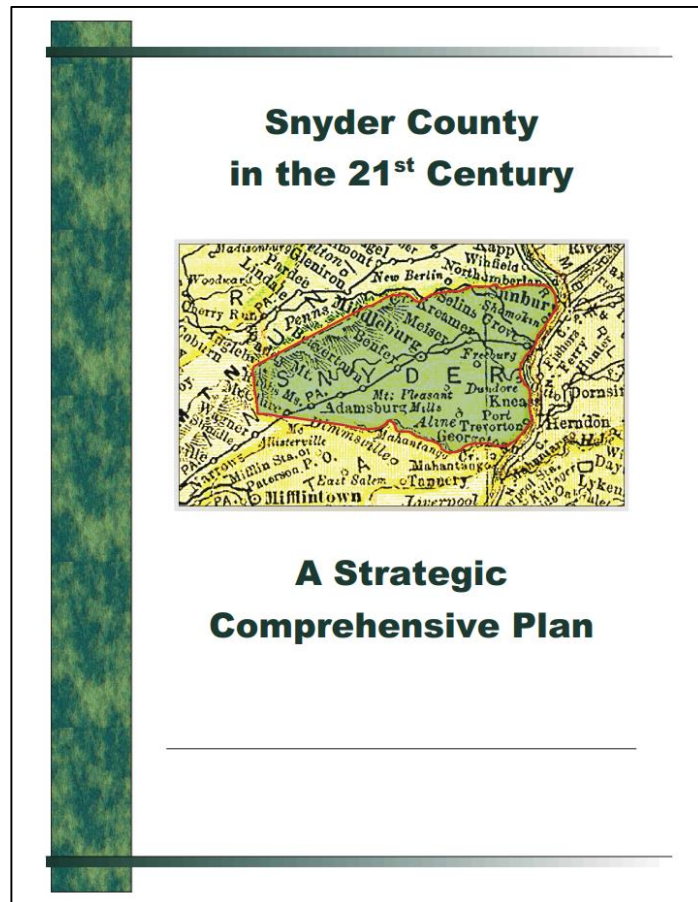
- But don't "give away" the task
- Stay in charge
- Stay the owner

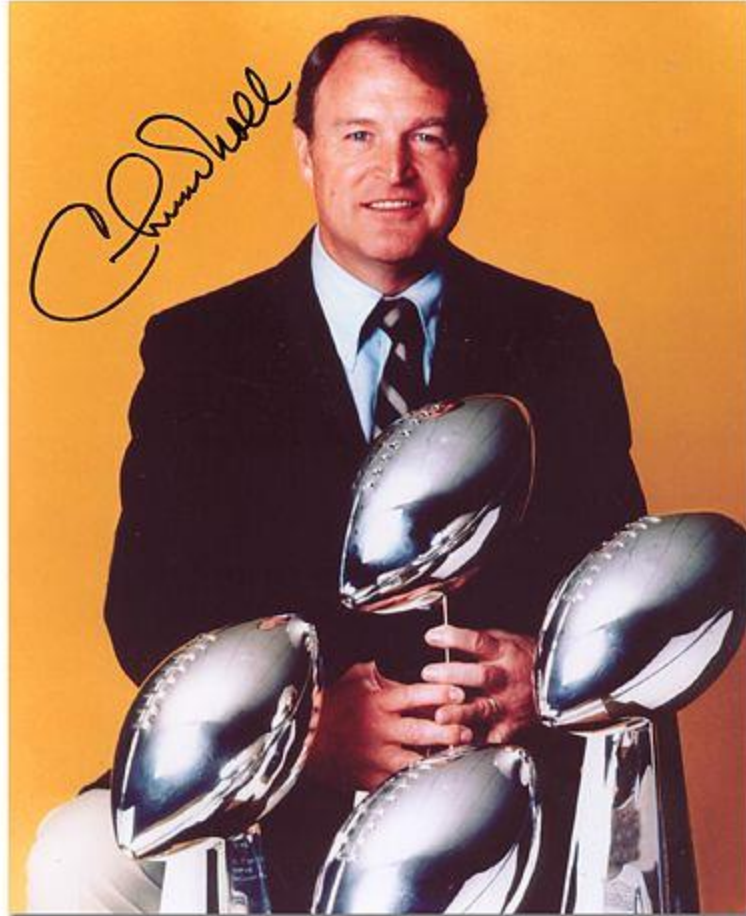


Strategic plan?

Comprehensive plan?

Strategic Comprehensive plan?





An effective strategic planner



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