

ask.

learn.

know.

Good afternoon, students. As you get settled down, let's start this week's lesson: **Strategic Planning**. Since this is your second week and I see some new faces out there, I'm Doc Studnek. To catch you up, let's begin with a short synopsis on what we discussed last week. We defined Medic's, *Planning Process* and why engaging in this process is important. For a quick refresher, [click here](#).

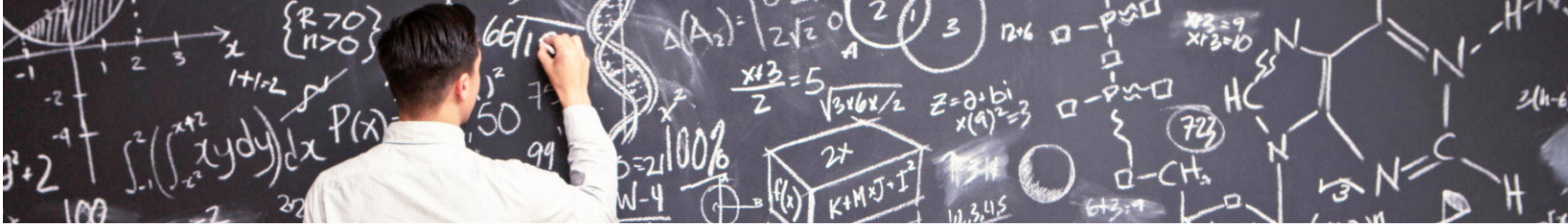
There are many ways that organizations can go about developing Strategic Objectives. There is no right or wrong way. Rather, there are different methods that best match an organization's culture. So over the next few weeks, we'll walk you through the process that Medic uses and why we feel it's the best match for our organization's culture (see Figure 1).

To start the process of developing strategic objectives, we want to focus on a method to identify and filter *inputs*. These inputs can be inside or outside the organization and from many diverse areas within it. We call this process collection the *Summarization of Ideas*.



- THE PURPOSE STATEMENT >
- SYSTEM'S, KEY MEASURES >
- CUSTOMER RESEARCH >
- CUSTOMER FEEDBACK >
- EMPLOYEE INFORMATION >
- SUPPLIER INFORMATION >
- NEW TECHNOLOGIES/REGULATIONS >
- BUSINESS ENVIRONMENT >
- OTHER RELEVANT INFORMATION >
- CUSTOMER FEEDBACK >
- DIRECTIVES FROM OTHER PARTS OF THE ORGANIZATION >
- ASSESSMENT OF THE CURRENT IMPROVEMENT EFFORTS >





LEARNING LAB

The Summation begins in September. Collection of inputs are completed by your peers, who begin scouring our organization for information. The information topics range from customer feedback, employee feedback, key measures of the system and other items represented in Figure 1 (see below).

It is important to note that this Summarization serves as a 'stepping stone' for Agency Leadership. Its purpose is to help Leadership understand and reflect on what we have done and what we have failed to do. These "reflections" are then used in the next step of the Planning Process', Idea Generation and Identification of Common Themes.

This information is shared with Medic's Leadership, in several ways. First, the planning team spends time reviewing the data its collected. Then the team produces a set of fictional text features (that's a joke for my assistant - referencing my cartoon like persona). *But, I digress...* The information is then ten-compiled into a planning document that provides an objective assessment of the Agencies performance in the last year as well as the current business environment. This document gives Agency Leadership a clearer understanding of our organization's performance. A series of presentations (summarizing key findings) highlight the key areas that may need improvement.

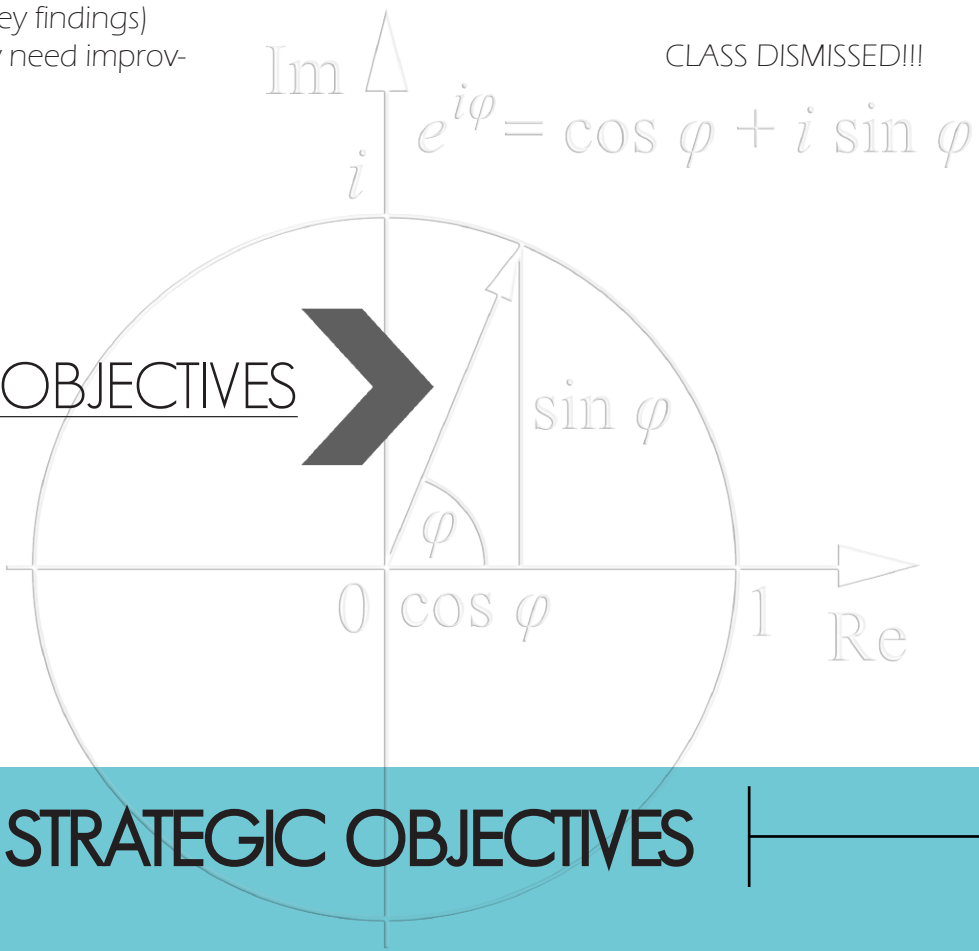
But Idea Generation and Common Theme Identification will have to wait until next week... We know you're disappointed... But make sure you're here bright and early next week for Module Three.

We'd love to hear from you!... Tell us what you think about Learning Lab. If you have questions or topic suggestions, please feel free to email Tiffany at tiffanya@medic911.com. Or drop your questions and/or ideas in the PR Drop Box - outside the PR Offices.

(F!)
ACLE
ENS!



(FIGURE 1)
STRATEGIC OBJECTIVES



MODULE TWO: STRATEGIC OBJECTIVES