

CONVENOR'S SHEET

The Topic: Strategic Direction and Planning – Where do professionals see the role of Planning & Research in 5, 10, 20, 30 years from now?

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Brief Summary: Lots of discussion about who's doing what as far as strategic direction.

MAIN POINTS

- What would success look like?
- How do you measure success?
- Common language.
- Need for a model of a good strategic plan
 - What elements, steps
 - Template – clear and concise
 - Needs to be dynamic and adaptable
- Different types of plans and how they fit under an umbrella
 - Asset management plan, marketing plan, operating plan
- Strategic plans fit into operation plan
 - How operations a part of the process (input) and implementation.