

## Start with the end in mind...



## Do you have a diverse leadership team?



## Where are we?

- USSA club principles and practices
- USSA club certification process
- Other organizational assessments
- Surveys
- S.W.O.T.



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WORLD



## S.W.O.T. Analysis



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## Where are we?

- Organizational Performance?
- Athletic performance?
- Student-athlete life performance?
- Parent, family and volunteer performance?
- Community performance?

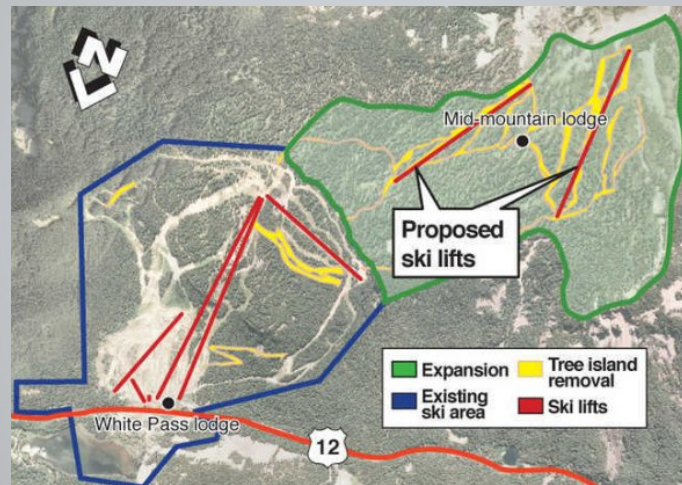


## Organizational Planning





## Where are we going?

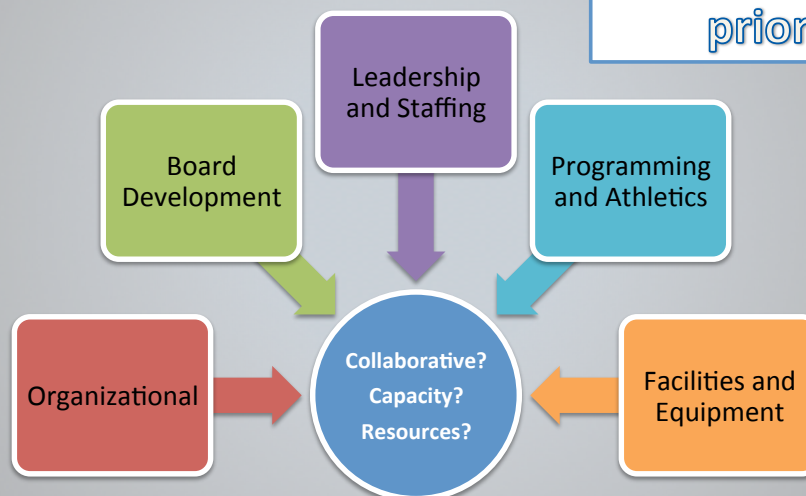


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## Strategic Objectives?

What are the  
priorities?



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## S.M.A.R.T. Strategic Goals



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## How will we get there?



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## How will we get there?

- Strategic objectives
- Primary considerations for each/most important feedback from the community
- Staff or board leader for each – delegation
- Strategies
- Goals (for each objective, the specific step-by-step goals per that objective)
- Tasks
- Timelines
- Strategic budget projections

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## Communicate the plan!



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## Where will your club go?



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## Questions?

Where are  
we?

Where are  
we going?

How will we  
get there?

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