



Strategic Planning for Your Local Group

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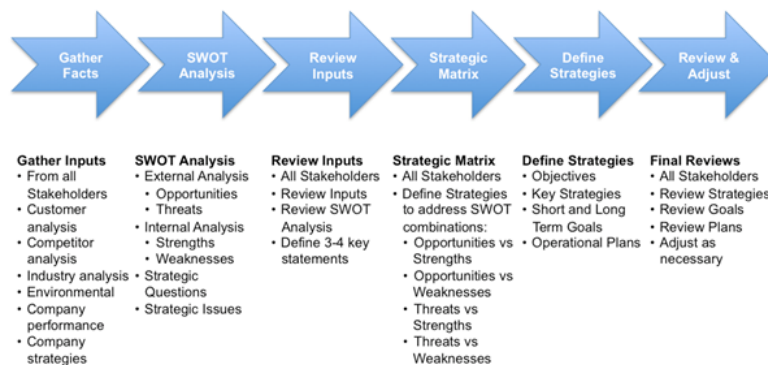


Introductions

- Elissa Rudolph
- Trevor Mitchell



Strategic Plan Process





WHAT A LOCAL GROUP SHOULD DO



What a Local Group Should Do

- Strategic Thinking vs. Strategic Planning
- First Steps – Objectives and Measures
- Holding Every Group Task to a Strategic Objective
- Strategic Plan Does not Live in a Notebook or Desk Drawer
- Maintaining Continuity Beyond Current Administration
- Sharing Strategic Plan Ideas with Others.



AMERICAN MENSA STRATEGY



American Mensa 2020 Strategy

- Membership
- Governance
- Leadership Development
- Public Awareness
- Finance



Key Elements to Focus On

- Membership
 - Increase member value.
 - Encourage diversity within the membership.
 - Encourage consistent baseline member experiences at all levels.
 - Encourage and recognize member contributions to the organization.
- Governance
 - Promote understanding about roles, responsibilities, and relationships.



Key Elements to Focus On

- Leadership Development
 - Attract new leaders.
 - Align training and recruitment to defined leadership roles and expectations
- Public Awareness
 - Raise awareness of Mensa and how we as members contribute to our broader communities.



Why is this important?

- Connect Local Groups and National Org.
- Working towards same goal = Member Satisfaction
- Alignment is key

WRAP UP

Don't let this be your strategy process!





Takeaways

- Keep it simple and flexible
- Activities should support strategy
- Review on regular basis



Thank You