

# Council Strategic Plans: Get Results

- Every new Council needs a strategic plan
- Every municipality has many (many!) plans
- A plan is more than a document – it's the roadmap to achieving goals and realizing a vision for a community.
- A plan should be easy to understand, action-oriented, simple to implement, and generate results that can be measured
- A great Council Strategic Plan builds a bridge across your various existing plans by developing the “over-the-top” Council mandate that focuses efforts.

**WHY RYNIC?** There are as many people and firms out there who can assist you with your plan making as there are plans in existence, so why choose to work with us?

- We build leadership capacity and team building that fosters a collective understanding of priorities and moves your team from talking to doing
- We visualize your direction on a single page – because a picture really is worth 1000 words!
- We build simple action plans that are realistic and measurable

## HOW LONG IS A PLAN?

Some Councils develop 4-year term plans, others do 1-year action plans. We think you should do both. Our 4-2-2 planning process begins with a 4-year strategic plan and corresponding 2-year action plan. We return for a check-up at the 2-year mark (because change is constant) to consider plan adjustments, and to generate a new 2-year action plan.

## PHASE 1 – REVIEW EXISTING PLANS

As a new or returning council member, you know that your community has lots of plans in place: municipal development plans, economic development plans, recreation plans, sustainability plans, beautification plans... lots of plans. And now is the time to create another – the new Council Strategic Plan. The challenge unfortunately, is that often there are so many plans, most don't know what the “big picture” plan is. BUT - that's what your plan will be! The Council Strategic Plan sits overtop of all the other plans and articulates your vision and direction for the next 4 years. Think of it as a Council mandate.

The review process involves meeting with you to understand your goals and vision for your community and then going through all your communities existing plans to identify gaps and opportunities. A report is prepared and presented to you as the basis for the plan making workshop.

## PHASE 2 – PLAN MAKING

### PART A - NURTURE LEADERSHIP CAPACITY

Attitude is everything, and reframing challenges and opportunities sets the stage for potential to produce exceptional results. To get this started, the entire community is invited to hear Chris' *Five Ways To Unleash Exceptional Communities* presentation. This session is a great catalyst for positive discussion in the community about reaching for a more ambitious community development path. Next is a council workshop to discuss attitudes and the dynamics of municipal governance and community leadership.

### PART B – PLANNING WORKSHOP

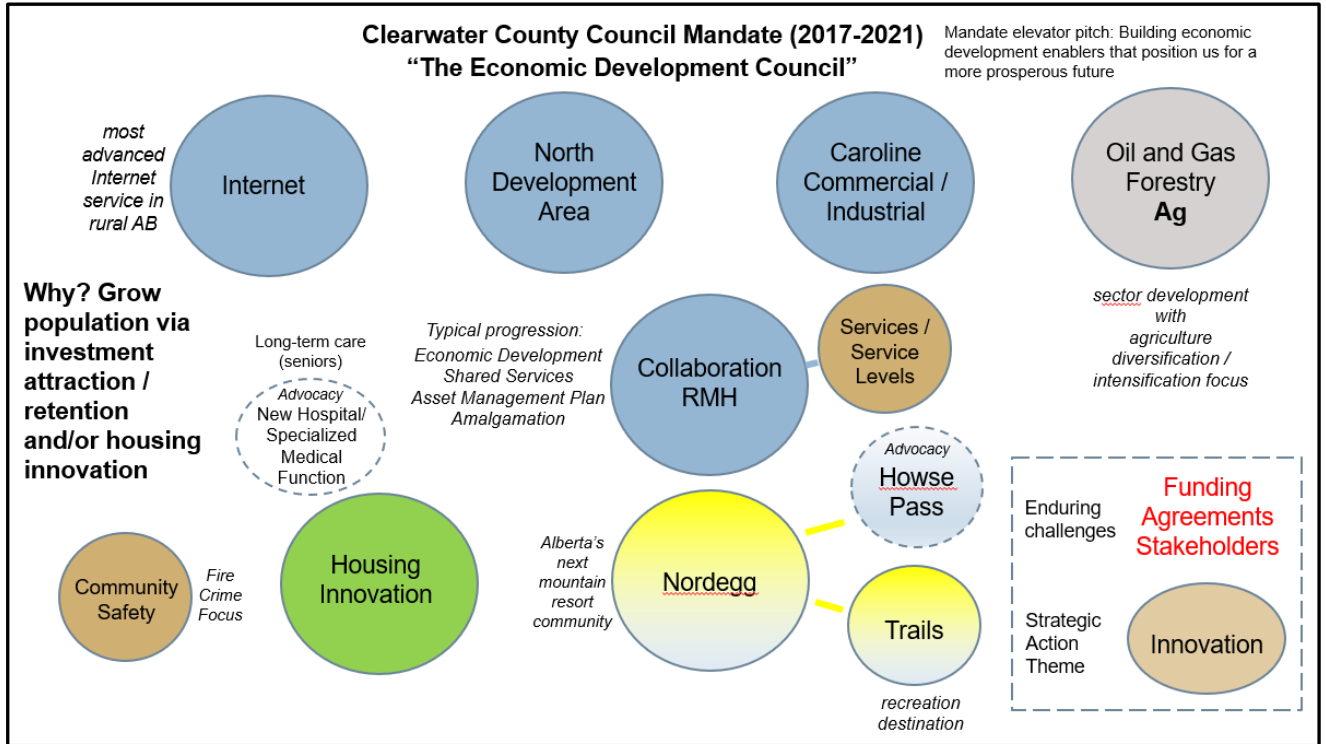
This 3-4 hour event can be held with Council only, or for a group of 20-100 key community stakeholders. We take you through several quick activities that get people talking openly about challenges and opportunities. From here, we build off interpretation of any existing plans and further brainstorming to identify priority items (challenges / opportunities) as a group and then develop actions to address each of them. Online tools are used to accelerate results-generation and keep stakeholders engaged. The outcome is your new Council Strategic Plan and a year 1 and 2 action plan that can be implemented right away.

Deliverable: Council Strategic Plan, 1-page “visual plan”, and 2-year action plan with success metrics

**PHASE 3 – TWO YEAR CHECK-UP**

We review your strategic plan with you, adjust if required, and create a second 2-year action plan.

**Example – Clearwater County Council Mandate**



**For more information, contact:**

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