

Town of Juno Beach (TJB) Strategic Plan (SP) Pre-Workshop Planning Guide for Interviews

1. **Self Introductions/Overview:** Guide is only suggested; free-wheeling okay. Facilitator neutrality, honest conversation in confidence. Discovery: various meetings, budget, ComPlan, Goals, Member input, TCRPC
Tentative Schedule:
 - a. Resident workshop (2-3 hours; 1 or 2nd wk Oct)
 - b. Council retreat-style workshop (3-4 hours; 5th wk Oct)
 - c. Staff working session (3-4 hours; 1st wk Dec)
 - d. Recommended Plan public hearing (1st wk Jan)
 - e. Adoption (4th wk Jan)
 - f. Final document (2nd wk Feb)
2. **Opportunities and challenges (aka SWOT)**
 - a. What are the top 3 (internal) strengths (do well) and weaknesses; and top 3 (external) opportunities and threats facing TJB?
 - b. Are there new: data, legislation or rules, trends or possible consequences to consider? shorter term (3-5) years, or longer term (10+ years)?
3. **Vision/Mission:** show the current statements. How would you validate, improve, replace?
 - a. Vision: "Picture on mind's eye." Inspirational, unique, branding link. What do want TJB to be, become, or be known for?
 - b. Mission is how we conduct ourselves pursuing the vision. Examples.
 - c. Are there analogues/other communities from which to borrow ideas or successes? (e.g. be more like ...)
4. **Strategies:** Name 3 or 4 key action strategies for the next 5 to 10 years which capitalize on opportunities/strengths, and improve upon challenges/ weaknesses. Will those precious few actions catalyze/induce other positive results? Are they focused, straightforward, and concise.
 - a. What might TJB STOP doing?
 - b. Are desired action strategies consistent with other key policies/rules/laws such as:
 - a. CDP
 - b. CIP
 - c. New or evolving state law? County policies?
5. How will we measure success?
6. Are there group dynamic exercises, or local government leadership inspirations desired at the workshop?
 - a. Are you more Analytic (left brain) or Creative (right brain) – see https://personalitymax.com/report/?bh=48&name_key=de32d2b07c
 - b. What is your leadership, management style? [DISC personality test](#)
7. Other: what other topics or discussions have we missed?