

Strategy Checklist

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Define Your Mission & Vision

- What is the purpose?
- What is the ultimate desired outcome?



Identify Required Resources

- Who will be involved?
- What tools will you need?
- What is the level of effort?
- Will you need a budget? If so, how much?



Outline Risks & Opportunities

- What are the benefits of the mission?
- What are the risks that threaten success?
- Are you making any assumptions?



Recognize Stakeholders

- Who is affected and/or involved?
- Why should they care?
- How will you communicate with them?
- How will you keep them engaged?



Assess Current State

- Are you and others prepared to implement?
- What are the gaps between current & ideal?



Create a Plan

- How will you close any gaps identified?
- Divide strategy into actionable steps.
- Create a timeline for each step, noting dependencies.
- How will you measure success of each step?



Implement

- Put your plan into action!



Measure & Re-Assess

- How is the plan going?
- Are you getting feedback from others?
- Does anything need to be changed?
- Re-visit and modify plan as needed.