PLANNING AND OPERATIONS

Strategic Planning Agenda

[Team or company]: plan for [period]

MEETING DATE
[Month day, year]

LENGTH
Half day

Time	[09:00] to [13:00]	**Location**	[Room or video link]
Owner	[Name]	**Facilitator**	[Name]
Attendees	[Names]		

Objective

> *Agree on [3] to [5] priorities for [period], with an owner and a measure for each, and what we will stop doing to make room.*

A strategy that adds priorities without dropping any is a wish list. Leave time for the stop list.

Before the meeting

- Owner: send a short review of the current position (results, market, team) by [date].
- Each leader: bring the top two opportunities and the top two risks you see.
- Read last period's plan and mark each goal as met, partly met or missed.

Agenda (4 hours)

NO.	MIN	ITEM	LEAD	PURPOSE
1	**30**	**Where we are now** Results against last plan. What worked and what didn't.	[Owner]	Inform
2	**40**	**What's changed around us** Customers, competitors, people, money. Opportunities and threats.	All	Discuss
3	**45**	**Goals for [period]** Agree on the result we want and how we'll measure it.	[Owner]	**Decide**
	15	*Break*		
4	**50**	**Choose the priorities** Score candidates against the goals. Keep [3] to [5].	[Facilitator]	**Decide**
5	**30**	**What we stop doing** Free up the time and money the priorities need.	All	**Decide**
6	**30**	**Owners, measures and checkpoints** Fill in the table on page 2.	[Notetaker]	**Decide**

Current position

STRENGTHS Keep and build on	WEAKNESSES Fix or work around	OPPORTUNITIES Worth going after	THREATS Plan for
[Write here]	[Write here]	[Write here]	[Write here]

MEETING RECORD

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NOTETAKER
[Name]

Priorities

PRIORITY	OWNER	MEASURE OF SUCCESS	FIRST CHECKPOINT
[Priority 1]	[Name]	[Number and date]	[Date]
[Priority 2]	[Name]	[Number and date]	[Date]
[Priority 3]	[Name]	[Number and date]	[Date]
[Priority 4]	[Name]	[Number and date]	[Date]

Stop doing

WHAT WE STOP	FREES UP	WHO TELLS THE PEOPLE AFFECTED
[Activity or project]	[Time, money or people]	[Name]
[Activity or project]	[Time, money or people]	[Name]

Decisions, actions and parking lot

TYPE	WHAT WAS AGREED	OWNER	DUE
Decision	[What, in one sentence]	[Name]	[Date]
Action	[What, in one sentence]	[Name]	[Date]
Action	[What, in one sentence]	[Name]	[Date]
Action	[What, in one sentence]	[Name]	[Date]
Parked	[Topic, and where it goes next: meeting, email, next agenda]	[Name]	[Date]

Notes

[Anything else worth keeping: numbers quoted, open questions, who to follow up with]