The strategic planning process is one that requires buy-in and support from a range of stakeholders. Involving them early and often ensures you develop the best plan possible with the best chance to succeed.

However, we have designed the toolkit in a way that allows you to be the primary driver of the work - just be sure to involve your community as well!

The time it takes to complete depends on different factors in each community. Completing the Getting Started step helps you understand the work required to develop your strategic plan.

Once this is done, you can use the “duration” information provided in each step to create a customized timeline for your community. We recommend you take no longer than six months to complete the process to ensure that your community’s current economic situation is the basis for your plan.

Do what makes sense for you! Completing the Getting Started step gives you a customized Workplan that outlines the steps that are relevant for your community.

We recommend completing the entire Workplan to ensure you don’t miss anything critical.

Check out the Activating Your Plan Pull-Out for common barriers, tips, tricks and troubleshooting.

If you need more help, the Performance Measurement Toolkit can help you track whether your plan is generating the economic outcomes you envisioned. The toolkit contains instructions, reporting templates and a key performance indicator library of over 200 commonly used performance indicators.