

STRATEGIC PLANNING TOOLKIT

TOOLKIT QUICK START GUIDE



I want to dive right in!

The best place to start is with the [Self-Assessment](#), which helps you determine which components of the toolkit are right for your community's economic development needs. It also helps you fill out the [Workplan](#) to guide you through the rest of the toolkit.

Use the [Setting the Stage](#) tool if you need help initiating conversations with your stakeholders to increase understanding and buy-in.

The [Keys to Success](#) and [Building the Project Team](#) tools help you understand the challenges you might face when creating your plan and who will be involved with developing it.



Can I complete this process by myself?

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!



How long will this take?

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 I have to complete every step?

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.



What other support do you offer?

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.