

Declaring your Impact through Strategic Planning

If you plan to fail,

you will.

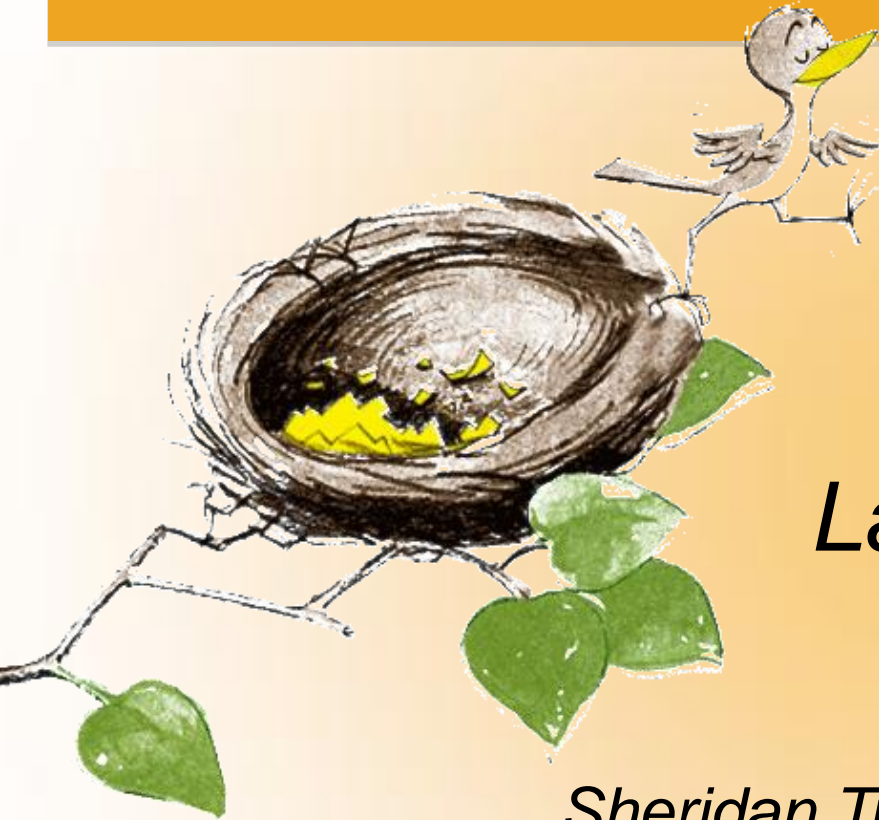
If you fail to plan,

you will also fail.

Ipsa facto...

You get what you plan for!!!

Learning to Fly



How Strategic Planning was our Launch into the Future

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Kohl Children's Museum of Greater Chicago*



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How the Process of Creating the Plan Served as an Organizing Structure



Who Are We?

- Dedicated Founder
- Decided to step aside

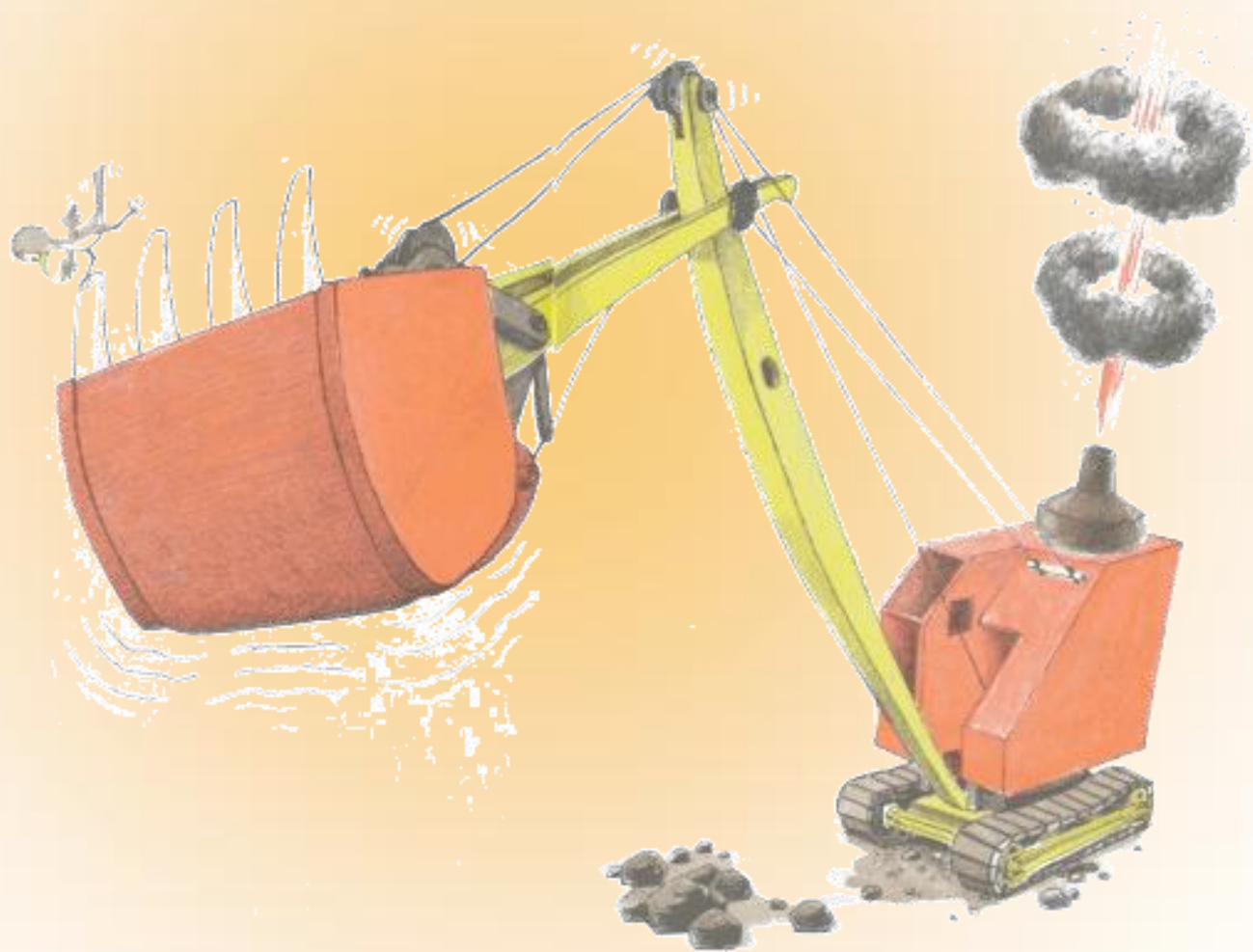


Big Dreams

	Old Site	New Site
Building	24,000 sq ft	46,700 sq ft
Parking	35 spaces	200 spaces
Outdoor Exhibit	None	1.8 acres
Attendance	200,000	350,000
Membership	2,400	7,500
Budget	\$1.9M	\$4.1M



A Delicate Balancing Act



What to do?

Help!



Time for a plan!

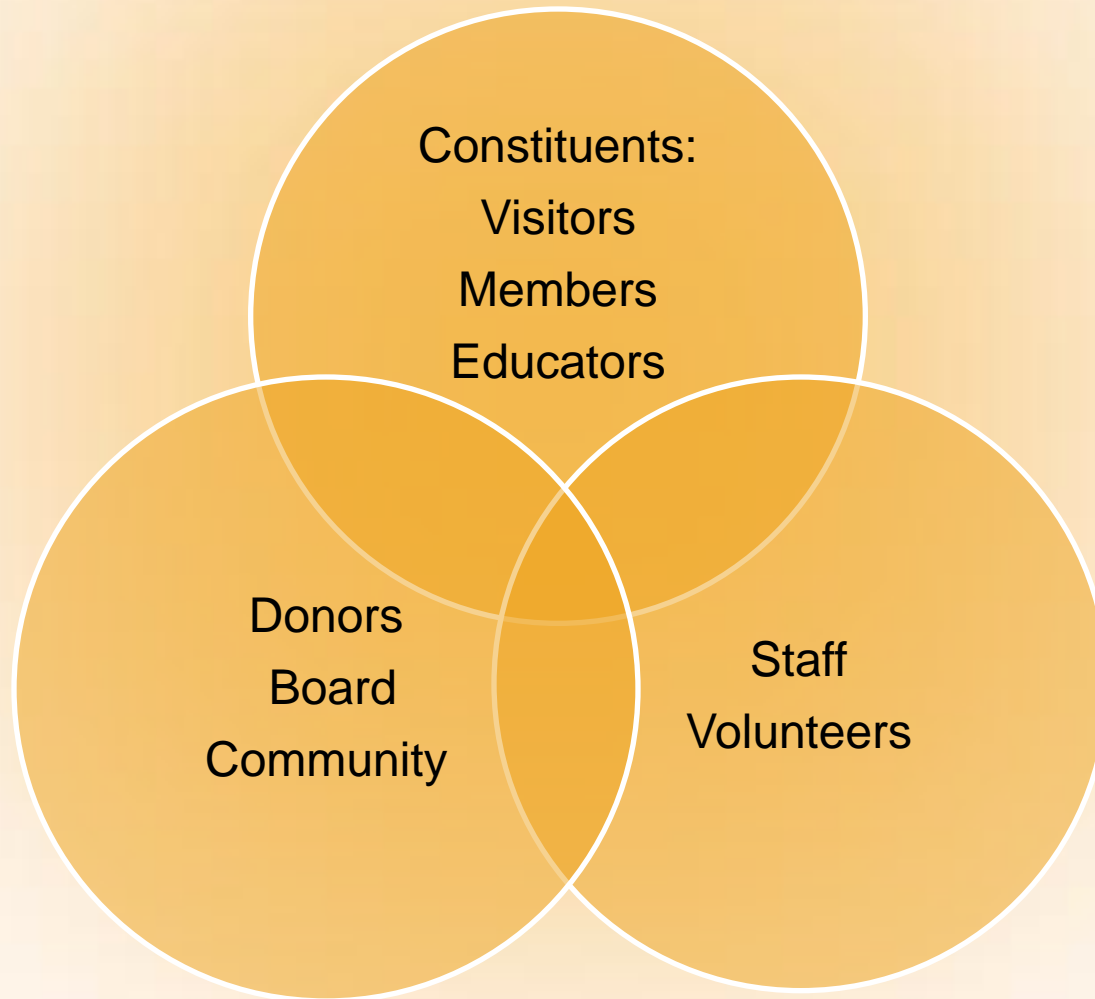


Who Are We?

- What is our vision for the future?



Identify Key Stakeholders



The Beginnings of a Strategic Plan

- Ensuring a magnificent, memorable opening day



Discussions were held...

1. Identify key objectives
2. Barriers to overcome
3. Opportunities
4. What we needed to do in the next 3 years



We held...

- Focus Groups
- Member, Teacher Surveys
- Vision luncheons
- Interviews with Board and Staff



External Discussions

- How are we perceived?
- What do our constituents
 - Want?
 - Not want?
- Perceptions and needs
- Identified trade-offs and key trends, needs, tensions



Roadmap

- The beginnings of a plan and roadmap to the future evolved.



The Plan Process

- Engaged Board, Staff, Community users
- Articulated key tensions
- Elevated communication and understanding
- Helped us understand and clarify our goals



Results

- Attracted Board members
- Interested and re-engaged donors
- Enabled Board members to commit time and financial support
- Involved staff
- Educators realized legitimacy



Effect

- The effect of a Strategic Plan is embedded in the process of its creation and implementation.



Saved Me From...



Thank you!

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