

*City Councils and County Boards of Supervisors can benefit from Strategic Planning and Goal Setting sessions offered by **Key Concepts!***

- Does your City Council or County Board of Supervisors need to improve their public perception by defining success, and creating and communicating a shared vision with all stakeholders?
- Does your City Council or County Board of Supervisors have a clear set of goals and direction for the future?
- Has there been a strategic planning session where they developed goals and indicators that are clearly outlined and agreed upon by all key members?
- Do your local officials have a clear and concise plan for LB 609, the Nebraska Recruitment Promotion Act, which is a grant program for communities, counties, or regions that are losing population?

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Strategic Planning for Local Level Government Entities



Using the nominal group technique, Key Concepts consultants will take your local leadership team through a goal setting session to clearly define what your group needs to focus on for betterment.

At the completion of the goal setting session, our consultants will help the leadership team construct action plans with timelines, tasks, and indicators.

With these plans in hand, your team will be able to move forward, accomplish your goals, and improve your community.

Key Concepts can also provide expertise in assisting those who qualify, a plan to meet LB 609 parameters.

Consultants from Key Concepts are trained in several different goal setting and team building techniques.

- ◆ They can lead your group through a 'nominal group technique' to gain consensus by your group of decision-makers.
- ◆ They can help arrange various studies and fact finding endeavors to assess where your leadership team is at, and where you want and need to go.

Leadership retreats are essential for all local government entities and this is a specialty of Key Concepts.

WHAT IS STRATEGIC PLANNING?

- ◆ It is a management tool
- ◆ Strategic planning is NOT long-range planning
- ◆ Long-range planning is used when accomplishing a goal...assuming that current knowledge about future conditions is sufficiently reliable
- ◆ Strategic planning must be responsive to a dynamic changing environment
- ◆ Strategic thinking leads to strategic management
- ◆ It is about fundamental decisions and actions
- ◆ It does not attempt to make future decisions
- ◆ It anticipates future environments, but decisions are made in the present

WHAT WILL STRATEGIC PLANNING DO?

- ◆ Leads to action
- ◆ Builds a shared vision that is values based
- ◆ Is an inclusive, participatory process in which board and staff take on a shared ownership
- ◆ Accepts accountability to the community
- ◆ Is externally focused and sensitive to the organizational environment
- ◆ Is based on quality data
- ◆ Requires an openness to questioning the status quo
- ◆ Is a key part of effective management

BENEFITS

- ◆ A framework and a clearly defined direction that guides the governance and management of the organization
- ◆ A uniform vision and purpose that is shared among all constituencies
- ◆ An increased level of commitment to the organization and its goals
- ◆ Improved quality of services for clients and means of measuring service
- ◆ A foundation for fund raising and board developed projects
- ◆ The ability to set priorities and to match resources to opportunities
- ◆ The ability to deal with risks from the external environment
- ◆ A process to help with crisis management

GETTING READY

An organization must decide if it is indeed ready to begin strategic planning.

The process:

- ◆ Identify specific issues or choices that the planning process should address
- ◆ Clarify roles (who does what in the process)
- ◆ Create a Planning Committee
- ◆ Develop an organization profile
- ◆ Identify the information that must be collected to help make sound decisions