

SAMPLE STRATEGIC PLANNING RETREAT (SAMPLE AGENDA)

Objective

To review overall strategies; clarify goals; strengthen board communications and effectiveness.

Agenda

7:45 to 8:30 Breakfast Available

8:30 to 10:00 Welcome

Setting the Stage:

- Best Practices of Successful Boards
- High Performance: Four Quadrants
- Innovative Leadership Principals

10:00 to 10:15 Break

10:15 to 11:15 Strategic Overview (See Handout)

- Our Vision, Mission, Goals and Challenges
- What are the Key Goals and Metrics for 2018?

11:15 to 12:30

Discussions:

- What do we need to START doing to be at our best?
- What do we need to STOP doing to be at our best?
- What do we need to CONTINUE doing to be at our best?
- What is PREVENTING us from being at our best?

Pre-Assignment: Review topics below and come prepared with one or two suggestions for each:

1. Creating a corporate culture that is entrepreneurial and focused on outstanding customer service
2. Strengthening our marketing and communications plan
3. Educating, motivating and tracking how board members can help develop business
4. Building the Executive Team
5. Addressing Succession

6. Making Board Meetings Productive, Participatory and Strategic
7. Improving Board Communications
8. Other Issues and Key Concerns: What Are We Missing?

12:30 to 1:30

Lunch

1:30 to 2:30

Creating an Action Plan for Board Engagement

- Where Are We Now?
- Where Do We Want to Go?
- How Do We Get There?

2:30 to close

Summary and Final Comments