

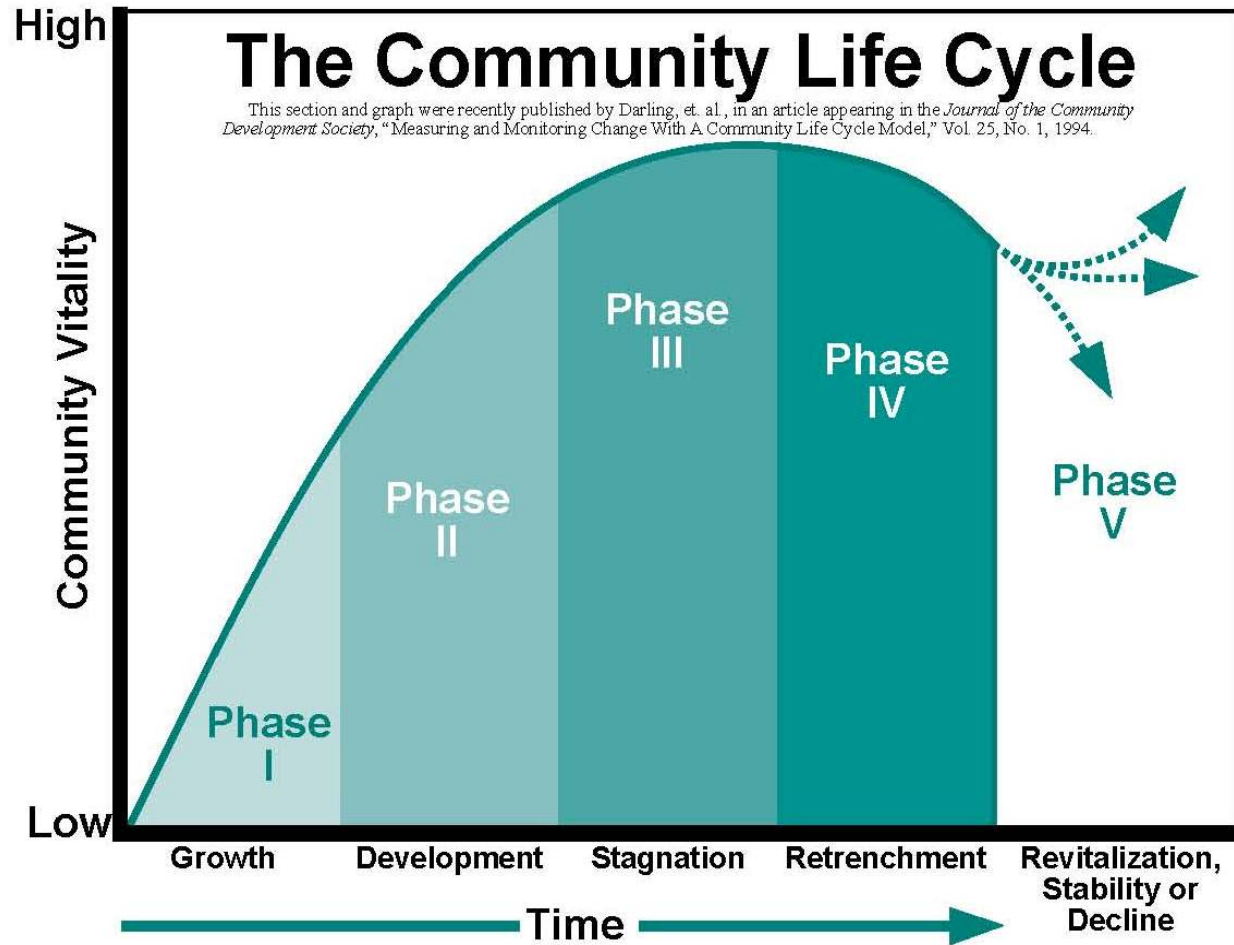
Envisioning Council Grove

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Why do a Strategic Plan?



Strategic Planning

- Management tool , a process
- Make decisions and guide actions that shapes what a community is and does, focusing on the future
- Strategic-assumes and is consciously responsive to a dynamic, changing environment
- Planning: intentionally setting goals and action plan to achieve them



Vision

- A Story from the Middle Ages

Three stone masons in the middle ages were hard at work when a visitor came along and asked them what they were doing. The first stone mason was hard at work, sweat beading his brow. “I am cutting this stone,” he grumbled. The second stone mason, though less distraught responded with a deep sigh, “I’m building a parapet. “The third stone mason, replied with a radiant face,

“I am building a beautiful cathedral that will glorify God for centuries to come”



Vision

- What Vision is
- An idea that unites people in a common effort; the desired end point
 - **Put man on the moon by the end of the decade (JFK)**
- What vision is not
- Specifics
- Plan of action



Economic Development

- *“The process of retaining, expanding, and attracting jobs, income and wealth in a manner that improves individual economic opportunities and the quality of human life.”- Ron Shaffer*

