

# QUICK REFERENCE GUIDE: STRATEGIC PLANNING

*For Business Leaders*



<i>Step</i>	<i>Notes</i>
Identify your organization's overall direction and/or objectives.	
Conduct a Skills Inventory - which is information to help with a portion of the environmental scanning for internal resources.	
Environmental scanning – Use the environmental scanning tool to explore all factors that can impact your business.	
SWOT Tool - Use the SWOT tool to organize information found in the environmental scanning, and/or	
Scenario Planning (extra optional step) - Use the Scenario Planning tool to further develop plans in case there are many possible scenarios that can impact the business.	
Gap Analysis Tool - will help determine what skill level is needed for future needs.	
Develop plan(s) based on what you learned,	
Revisit Organizational Direction - Make sure the plan(s) you develop support the overall organizational direction or objectives.	

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