



# Strategic Planning: More than SMART Goals

Strategic planning often begins with an analysis of present state, with goals centered on what you and your organization are not doing, or not doing well. Like deficit thinking with student learners, this type of strategic planning can demotivate and sap the energy of the very people you need to enthusiastically work towards improving your organizations.

Strategic Planning processes empower you and your organization to know where you are going, what data to use to monitor your progress, and know what it will look like when you reach your goals.

Combining a number of strategic planning methods, Terry has developed a comprehensive process that includes:

- Appreciative Inquiry – what are you doing well? Where do you want to go?
- Outcome Mapping – what are the outcomes and desirable behaviours within your organization and those you have relationships with?
- Logic Model – what is the action plan and timelines needed to reach your goals?

If you would like more information about a strategic planning session for your organization, please contact Terry using the information below.

302 West Hampton Blvd  
Saskatoon SK, S7R 0G6  
306-220-9169

[terry@johansonconsulting.ca](mailto:terry@johansonconsulting.ca)  
<https://johansonconsulting.ca/>



Johanson Consulting