



Increasing the Value of Fast Growth Companies.

One-Page Strategic Plan





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One-Page Strategic Plan

Organization Name	Montcalm Area ISD
Your Name	Scott Koenigsknecht, Superintendent
Date	November 20, 2012

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																									
Dedicated Kids First Dependable Hard working Caring Compassionate	MAISD: Leading, collaborating & serving to create education without boundaries	<table><tr><td>1</td><td>Students, parents, & staff are invested in leading edge, progressive models that foster and enhance learning</td></tr><tr><td>2</td><td>The MAISD is a leader in the community and provides services that help other organizations respond to their constituents' needs.</td></tr></table>	1	Students, parents, & staff are invested in leading edge, progressive models that foster and enhance learning	2	The MAISD is a leader in the community and provides services that help other organizations respond to their constituents' needs.	<table><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>																					
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Actions To Live Values, Purpose, BHAG	BHAG Catalyst for responsible learners, innovative schools & strong communities	Key Thrusts/Capabilities 3 - 5 Year Priorities	Key Initiatives Annual Priorities																									
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1	Collaborate with other counties
2	Collaborate within county
3	Focus on early childhood
4	Expanded learning opportunities/multiple modes
5	Media
6	Talent & dedication of staff
7	Relationships within geographic area
8	Data from ALL stakeholders
9	New staff members
10	Meeting the needs of communities
11	Creating a sense of belonging
12	Potential to attract & retain community members

1	Poverty
2	Limited & declining resources, funding
3	Time
4	Breakdown in communication/misunderstanding
5	Expected to do more
6	Lack of comfort in seeking support or acknowledging need for support
7	Large geographic area
8	Data quality (only receive segment of stakeholders)
9	Brain drain/loss of talent
10	Population age
11	Staff turnover
12	Elected officials
13	Conceptualization of programs & services
14	Lack of buy-in &/or participation
15	Complexity of needs of staff & students

ACTIONS (QTR) (How)	THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)																																																																										
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Rockefeller Habits

Checklist

Name _____ Company _____ Date _____

- 1) Everyone aligned with #1 thing that needs to be accomplished this quarter to move company forward
 - 5 priorities (Rocks) are identified and ranked for the quarter
 - A Critical Number is identified and aligns with the #1 priority
 - A Quarterly Theme is established that brings the key priority/Critical Number alive
 - A scoreboard for the Critical Number is posted and Theme announced
 - All employees know what the Celebration/Reward will be
- 2) Communication rhythm is established. Information moves through organization accurately and quickly
 - All employees are in some kind of a daily and weekly huddle
 - Huddles cascade from senior management to frontline or visa versa
- 3) Every facet of the organization has a person assigned with accountability for ensuring goals are met
 - Income (P&L), Cash Flow, & Balance Sheet statements have persons assigned to each line item
 - An accountability chart has been created
- 4) Ongoing employee feedback and input is systematized to remove obstacles and identify opportunities
 - Employee hassles/ideas/suggestions/issues are being collected weekly
 - There is a systematic process for addressing issues and opportunities
 - Thank You cards are being written every week by senior management
- 5) Reporting and analysis of Customer Feedback data is as frequent and accurate as financial data
 - All employees are involved in collecting customer data
 - There is a person assigned accountability for customer feedback
 - All senior leaders communicate with at least one customer weekly
- 6) Core ideologies are "alive" in the organization
 - Core ideologies are discovered and defined
 - Stories are being shared of employees who represent the ideologies
 - Core ideologies are included in appraisal and recognition processes
- 7) Clear understanding of the firm's market position drives strategic planning and sales and marketing
 - Brand Promise and market (Sandbox) are clearly defined
 - The organization is aligned around 5 key strategies (Thrusts/Capabilities) for growth
- 8) All employees can report at any time what their productivity is and how it compares against goals
 - Smart Numbers (key performance indicators) are identified for the organization
 - Weekly measures for each individual/team are clearly displayed and reviewed
- 9) A "situation room" is established for the weekly executive team meeting
 - Smart Numbers and Critical Numbers are posted bigger than life with goals clearly shown
 - Data is presented graphically to help visualize trends
 - Core ideologies, priorities, and market maps posted
- 10) As goes the Executive Team goes the rest of the firm
 - Team members understand each other's differences, priorities, and styles
 - The team meets offsite every few months for strategic thinking and renewal

The team is having fun together

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