

Strategic Planning

Asset-Based
Approach

Build Consensus
on Direction

Implementation
Ready

STRATEGIC PLANS INCLUDE

VISION

Vision, Goals, Strategies and, most importantly, Action Steps.

SWOT

We identify assets using a thorough SWOT Analysis that is both qualitative & quantitative

DATA

Make use of Economic and Demographic data to support goals, strategies, and analysis.

ANALYSIS

How does your community compare to competitors in product, workforce, incentives, and business climate?

FACILITATION

Retreat facilitation for boards, planning sessions, local government workshops, community engagement, and investor input.

IMPLEMENTATION

Strategic plans are ready for immediate implementation, aligned with resources.

BROCHURE

An executive summary you can use to communicate the plan with stake holders.

LAUNCH

Public relations and media strategy to launch the strategic plan.

RETAINER

We are available for one year following delivery of the plan for phone and email consultation to support implementation.

Creative Strategic Planning Team



Crystal Morphis
Cool Ideas



Penny Whiteheart
Analysis



Heather Beard
Research



Billye Carter
Technology & Marketing