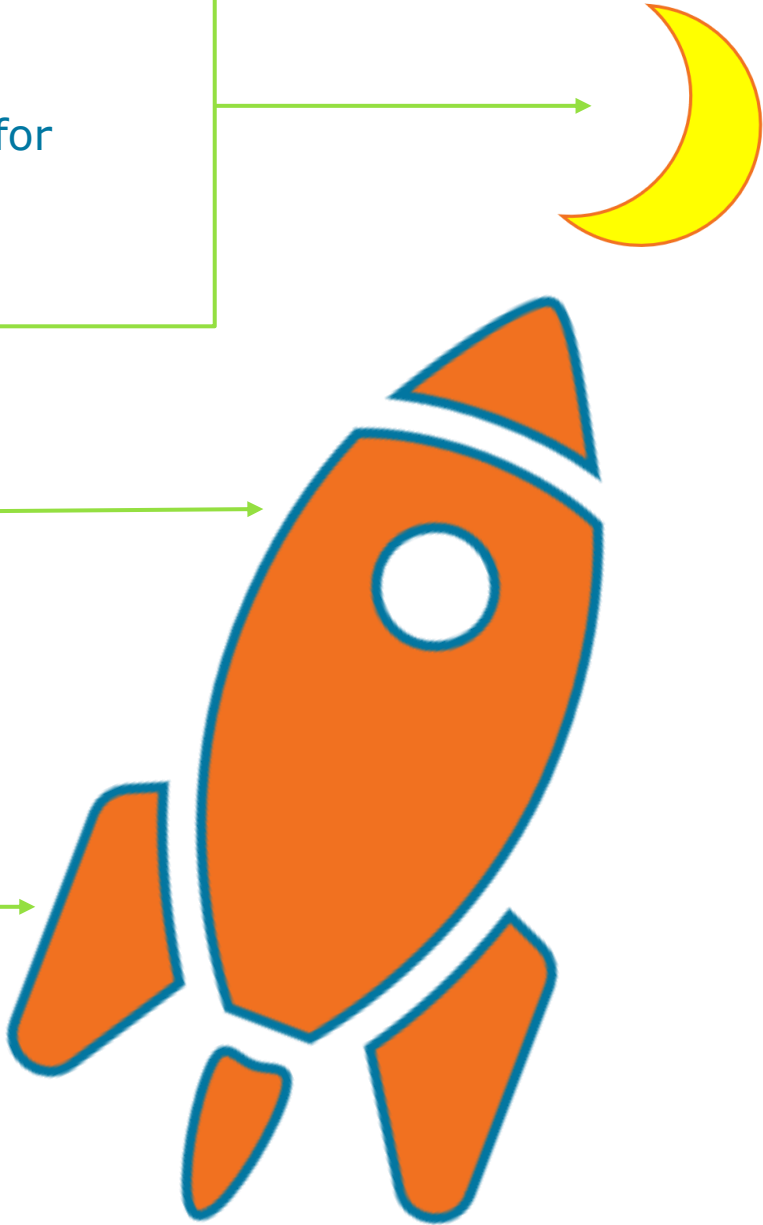


**Vision**  
**Why you do it**  
Lofty - Your aspirations  
What the organization is reaching for  
*Attached to core values*  
Rarely changes  
Board Responsibility

**Mission**  
**What you do**  
The core of the organization  
Everything you do must attach to the mission  
May revisit & change the mission  
Board and staff responsibility

**Strategic Priorities**  
**How you do it**  
Fuel of the organization  
They propel the organization forward  
Operational plan is organized around these  
Tactical plan  
Staff Responsibility



# STRATEGY ARTICULATION MAP: THE BEATLES

## Vision

To develop a band "bigger than Elvis"

## Mission

To develop and promote a band with an "identifiable" image, broad based personal appeal and acceptability to the executives, producers, and promoters who control access to the music industry's channels of distribution

## Values

- Always be polite
- Be available to the media
- No swearing
- No marriage
- Never comment on politics, religion or drugs

## Strategic Differentiators

Release more than one single at a time

Band of Individuals: The "Fab Four"

Hold sell-out concerts in big venues

Exploit all media-- especially TV

## Organizational Goals

Sell more records than Elvis

Improve marketing of the band without constraining their spontaneity, wit and natural charm

100 % sell-out concerts

Obtain access and visibility for the band

## Critical Processes

Songwriting

Marketing

Stage Performance

Promotion

Facilitate John and Pauls working relationship

Stage uniforms  
Beatle jackets,  
boots and haircut

"The Fab Four" image  
• Paul: The gentle choirboy  
• John: The intelligent live wire with an aggressive wit  
• George: The introspective musician  
• Ringo: The clown

Replace Pete Best with Richard Starkey (change name to Ringo Starr)  
Pick "Big" venues

Pursue record producers, concert promoters, disc-jockeys and TV producers

Purchase several hundred copies of "Love Me Do"

# Strategic Planning Goal & Process

To ensure all stakeholders are aligned towards the Vision/Mission and that resources are allocated only towards activities that will achieve that goal.



June	July	August	September - October
<ul style="list-style-type: none"> <li>• Overview of the strategic planning process</li> <li>• Develop timeline</li> <li>• Conduct audit of the current strategic plan and current state analysis (AMSD Staff)</li> <li>• Identify Data sources               <ul style="list-style-type: none"> <li>○ Member district involvement</li> <li>○ Public education legislative action</li> <li>○ Other</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Conduct Interviews with AMSD staff and the Executive and Legislative Committee</li> <li>• Survey Members</li> <li>• Analyze interview, survey and data sources</li> </ul>	<ul style="list-style-type: none"> <li>• Review Current state</li> <li>• Develop desired state</li> <li>• Refresh Vision and Mission</li> <li>• Develop strategic Priorities</li> <li>• Create metrics to assess progress</li> </ul>	<ul style="list-style-type: none"> <li>• Develop communication and approval plan</li> <li>• Implement process to assess progress</li> <li>• Communicate progress on a regular bases</li> <li>• Assess quarterly</li> </ul>

# AMSD Strategic Alignment Audit

Vision	Mission	Strategic Priorities
<p>How does the AMSD Vision clearly describe the 'Why we exist'?</p> <p>What inspires your stakeholders to remain engaged?</p> <p>How does the vision inspire stakeholders and engage participation?</p>	<p>How does the AMSD Mission statement clearly define 'What we do'?</p> <p>How does the mission move the AMSD toward its vision?</p> <p>In what way does the organization align with the mission?</p>	<p>How do the AMSD strategic priorities/direction articulate 'How' work is done?</p> <p>In what way do the AMSD strategic priorities move toward its mission?</p> <p>Are there AMSD activities that do not show upon in the strategic priorities?</p>