

# University One Page Strategy -Strategy

CAB Mini-Retreat August 2017

## The **Goal** – Repeatable, Efficient Planning Producing Reliable Successful Outcomes

- 1) Early fall - **Assessment** analysis
- 2) Late fall - **Strategy** updated
- 3) Spring - **Budget** planning
- 4) Spring - **Budget** hearings
- 5) Summer - **Budget** review/approval@
- 6) August - **Assessment** wrap up



## An Opportunity – One Page Planning Initiative



A One Page Strategic Plan communicates clearly, to allow collaborative alignment and focus of the team, resulting in increased engagement and success achieving an organizations top priorities.

## Is our strategy “WORN”?

Most enterprises invest substantial time and energy into robust strategy documents that Gartner refers to as “WORN” (written once, read never) — an oxymoron, since they never are used enough to become worn.”

*Andy Rowsell-Jones, research vice president*

**Gartner**

## Who knows the GOAL?

# 6%

of employees know their own  
individual priorities  
*(Stephen Covey & Bob Whitman)*

# 15%

of employees know their  
organization's top priorities  
*(Stephen Covey & Bob Whitman)*

# 14%

of employees understand the  
organization's strategy  
*forbes.com*

# 32%

of employees doubt their  
organization has a plan at all  
*(Harvard Business School)*



What most  
staff think the  
strategy is

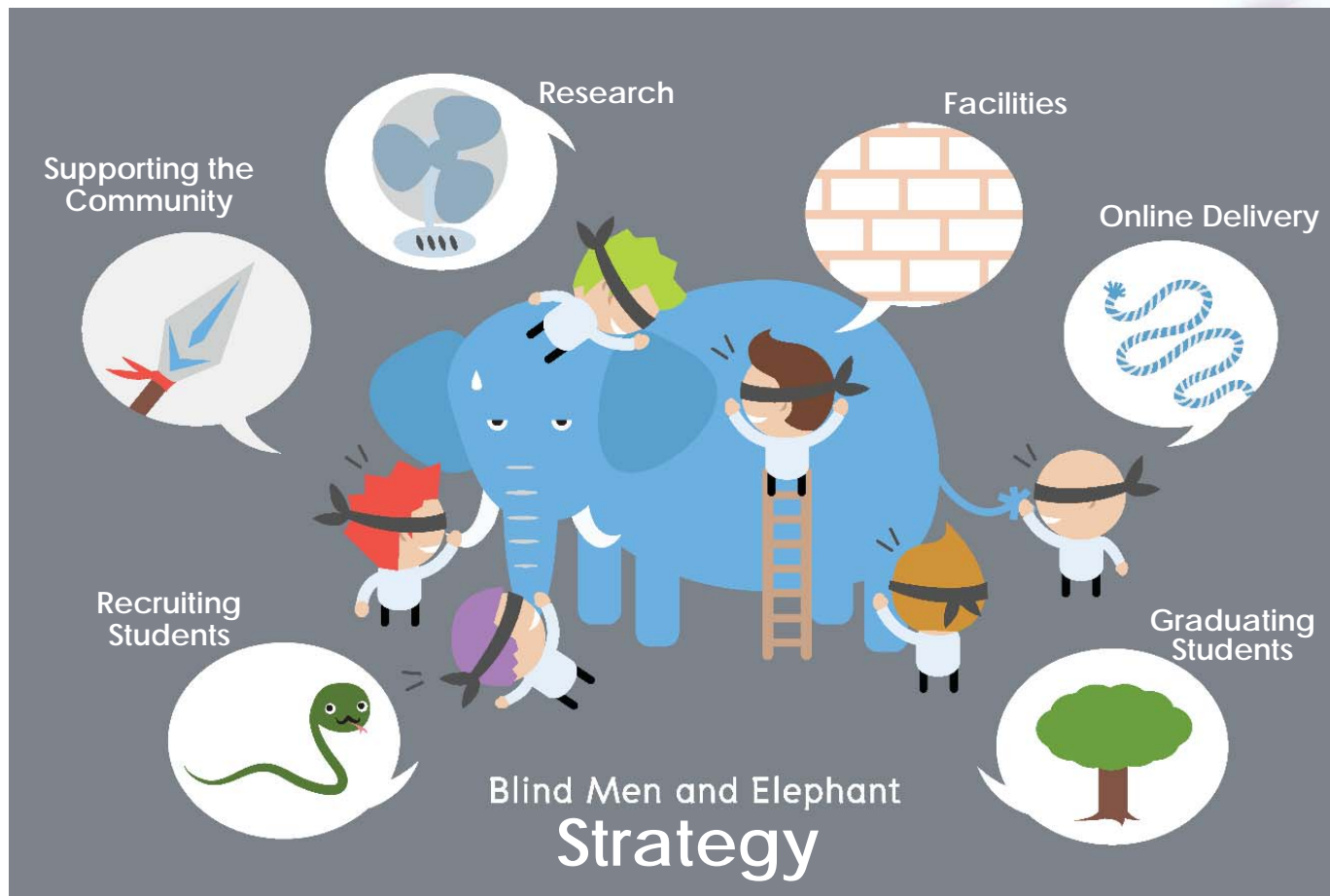


- Southwest Airlines founder **Herb Kelleher**





Perception is reality = A **BIG problem** understanding strategy





What got us here ...

...will not get us here.







If You Can't Explain it Simply, You  
Don't Understand It Well Enough

ALBERT EINSTEIN



Sam Houston  
State University

IT@Sam  
Communicate + Collaborate

If you can't fit it on a page,  
you're not simplifying it  
enough.

*Brian Chesky, Co-Founder and CEO Airbnb*



## Goals for a **One Page Strategy**

- ✓ Be read and understood by individuals outside the department.
- ✓ Memorably connect the University strategy with the department strategy.
- ✓ Position department services as a University success enabler.



## Next Steps – How do we proceed?

- ✓ Begin a one page strategy initiative?
- ✓ What levels? CAB, College, Department...
- ✓ What is our timeline?
- ✓ Use a standardized planning approach for all units?



## Planning **Approach** Options

- ✓ Self-facilitated
- ✓ Professional facilitator
- ✓ Hybrid (train the trainer)
- ✓ Other Ideas?

