



Building a Unified Strategic Plan:

A Statewide Initiative for a State Council

CONTEXT

A state-level governing council specializing in disability advocacy sought to develop a comprehensive three-year strategic plan. As a medium-sized organization, the council's responsibilities include advancing disability services, advocacy efforts, and educational initiatives. The strategic planning process was not only a requirement from governing bodies but also a valuable opportunity to align efforts across diverse stakeholders.

THE TASK AT HAND

The council faced several challenges, including the need to gather input from stakeholders statewide, navigate varying regional priorities, and create a plan that reflected the collective needs of the disability community. Key stakeholders included individuals with disabilities, state entities, legislators, and service providers. The ultimate goal was to produce a strategic plan that was actionable, measurable, and supported by all involved.

APPROACH

To initiate the process, a thorough review of the previous strategic plan was conducted. By identifying shortfalls and areas for improvement, the council was able to focus on building a stronger, more effective plan.

A foundational emphasis was placed on alignment. Regular refreshers on agreements and reminders of the shared purpose ensured all participants remained focused. Participants were encouraged to view the plan as a collaborative tool, reinforcing the idea that successful implementation would require their active support.

Recognizing the difficulty in narrowing the scope, particular effort was made to show participants how their specific roles contributed to each goal. This approach fostered greater investment and buy-in.



Emerging Businesses

Mergers/
Acquisitions



Business Sustainability

Speaking/
Training



Disability Advocacy



"Some of the most clear and informative reporting I have seen" Client VP

"You ask the questions I did not know needed answering." Client

TOOLS AND PROCESSES

Facilitation tactics

- Open-ended questions to encourage meaningful dialogue.
- Public forums to gather diverse perspectives.
- Training sessions on achievable goal setting
- Examples of effective goals to inspire practical thinking.

Progress Dashboard

A tracker to monitor initiatives, clarify roles across committees and members, and ensure transparency.

Goal Development Templates

A simple, clear framework to help participants translate ideas into actionable goals, objectives, and measurable outcomes.

Goal Prioritization

While broader prioritization occurred during implementation planning, goals were effectively phased by year to create a manageable

RESULTS

Progress Dashboard

The council established a solid three-year strategic plan with clear, measurable objectives.

Stronger Connections

The council established a solid three-year strategic plan with clear, measurable objectives.

Enhanced Tracking

Metrics and dashboards were implemented to provide real-time progress visibility.

Implementation Readiness

Stakeholders gained a better understanding of how to execute and monitor initiatives.

Accountability and Focus

Moving forward, the plan serves as a guiding document for decision-making, ensuring new ideas are evaluated against strategic priorities.

CONCLUSION

This strategic planning process not only delivered a robust plan but also enhanced the council's capacity for cross-sector collaboration. By creating a shared vision and ensuring measurable outcomes, the council is well-positioned to drive meaningful progress in disability advocacy, services, and education over the next three years.