



Strategic Plan, Developing and Implementing

What is Strategic Planning?

Strategic planning is a tool that is useful for guiding day-to-day decisions and also for evaluating progress and changing approaches when moving forward. The basic aim is to link daily organizational decisions with a vision of where the organization wants to be in the future, say 3-5 years out.

Strategic planning is important to an organization because it provides a sense of direction and outlines measurable goals. It's the organization's roadmap to the future.

It is a process of:

- Determining the reason for being.
- Identifying the best future for the association.
- Deciding how the association will get there.

The components of USBC's strategic plan include:

- Mission
- Vision
- Promise
- Core values
- Strategic priorities

Mission

The association's mission statement provides a broad description of the association's purpose which is its reason for existing. A mission statement is realistic and factual, and answers three questions:

1. Who are we?
2. What do we do?
3. Why do we do it?

The USBC mission statement is:

"The USBC is the National Governing Body for Bowling. Our mission is to provide services, resources and the standards for the sport."

All USBC associations share the same mission statement.

Vision

The vision statement describes what the association would like to be in the future and what it wants to accomplish or become. The vision is not a dream or a magical solution to today's problems. An effective vision is inspirational and provides a clear image of what the association should become if its full potential is realized.

The USBC vision statement is:

"Our vision is to continue to be the leading authority to the sport, servicing the needs of bowling."

All USBC associations share the same Vision statement.



Promise

A promise is a natural extension of the building blocks of your mission, vision, and values. Your promise provides an appealing narrative in which these core elements can be explained, embedded, and actualized.

USBC's promise is:

"Our promise is to celebrate the past, be mindful of the present and ensure bowling's future through thoughtful research, planning and delivery."

Core values

Core values are the fundamental beliefs of the organization. These guiding principles dictate behavior and can help people understand the difference between right and wrong. Core values also help companies to determine if they are on the right path and fulfilling their goals by creating an unwavering guide.

USBC's core values are:

- Protect the **integrity** of the sport
- Servicing bowling's stakeholders
- Practice financial prudence
- Thoughtful **planning** through **research**
- Promote bowling as a healthy lifetime sport
- Invest in **A Future for The Sport®**

Strategic action plan

This is a challenging step. The action plan directs the commitment of the association to specific short and long-term accomplishments.



Sample action plan format

Goal 2-5 years	Annual Task	Completion date	Point person	Cost	Status
Sample 1: Expand funding base to support anticipated growth in programs and services. Metric: 15% increase in revenue within 2 years					
	Sample 1.1 Research and ID 10 potential new sponsors.	Sept 2018	Mary Pin	\$0	
	Sample 1.2 Prepare presentation and sale pitch	Oct 2018	Joe Ball	\$50	
	Sample 1.3 Make sponsorship presentations to potential new sponsors	June 2019	Mary Pin	\$	
Sample 2: Expand non-dues revenue generating programs. Metric: 20% increase in non-dues revenue by July 2019					
	Sample 2.1 Increase awareness of existing programs and events by creating e-newsletter	July 2019	John Jones	\$500	