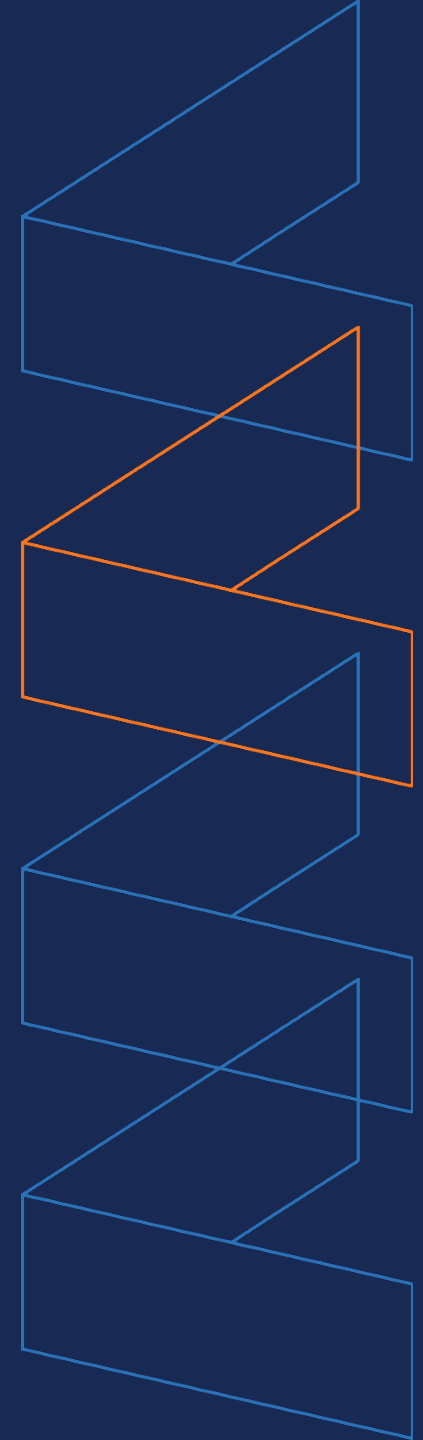




Activating and Maintaining Momentum with Strategic Planning



Agenda

Strategic Planning for Economic Development

1. Engagement and Collaboration
2. Goal Alignment and Focus
3. Resource Optimization
4. Implementation
5. Communication
6. Performance Measurement and Accountability



Engagement and Collaboration

Strategic planning is an opportunity to facilitate meaningful engagement with stakeholders, including government agencies, businesses, community groups, and residents.

Key Takeaways:

1. Spend the time connecting, learning, and listening.
2. Identify your current state.
3. Understand your and others' role in economic development.



Goal Alignment and Focus

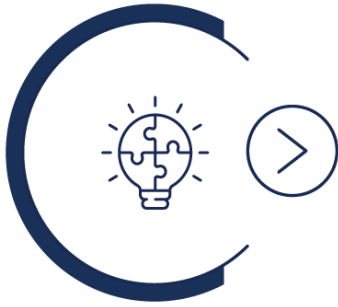
Strategic plans offer a crucial blueprint for the work that we do, aligning efforts and resources with overarching goals and priorities.

Key Takeaways:

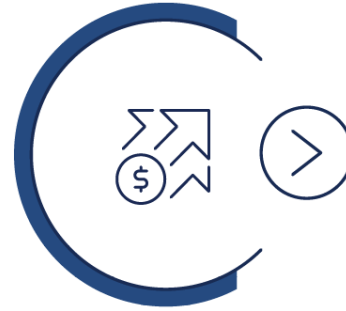
1. Identify the ultimate vision for the strategic plan.
2. Build a roadmap to guide activities and initiatives.



Strategic Priorities



**Entrepreneurship
Advancement**



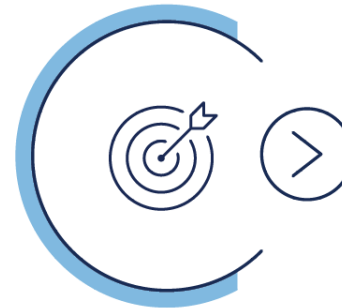
**Local Economic
Growth**



**Investment
Attraction**



Stakeholder Relations



**Operational
Optimization**



Resource Optimization

Strategic plans empower us to allocate resources thoughtfully, maximizing effectiveness and efficiency.

Key Takeaways:

1. Identify and prioritize areas for investment.
2. Ensure you have the right people with the right skills.
3. Create tools and an environment that supports optimization.



Impact Assessment Tool

Project 1			
	Weight	Impact (0 to 1)	Summary
Priority Sector	Yes or No		
Relevance to Key Industries (Agriculture/Mining/Advanced Manufacturing/Life Sciences/Technology/Logistics)	Yes		Yes
Supply Chain Gap	20%		
Does it fill a gap?	10.0%	0.5	5.0%
Does it stimulate key industries?	5.0%	0.75	3.8%
Is it a new innovation?	5.0%	0	0.0%
Indigenous Growth	15%		
Indigenous Employment %	5.0%	0.5	2.5%
Indigenous Procurement	5.0%	0.5	2.5%
Indigenous Owned (51% stake or more)	5.0%	1	5.0%
Economic Impact	50%		
Job Creation	20%	1	20.0%
Investment (Facility/Equipment)	20%	1	20.0%
Income Generation	10%	1	10.0%
Economic Impact	15%		
Likelihood	15%	1	15.0%

Total Allocation	100%	Project Total	84%
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Implementation

Create a plan to support priority projects and programs, balancing short-term needs with long-term sustainability.

Key Takeaways:

1. Understand the importance of your implementation plan.
2. Break down strategic initiatives into specific actions and timelines.
3. Understand that this is an evolving document.



Communication

Utilize diverse communication channels - meetings, presentations, newsletters, and social media - to disseminate information about the strategic plan.

Key Takeaways:

1. Find your voice.
2. Clarity on the value of the plan.
3. Identify key channels for communication.



Performance Measurement and Accountability

Strategic plans establish clear metrics and benchmarks for evaluating organizational performance and progress toward goals.

Key Takeaways:

1. Establish clear metrics.
2. Develop tools for tracking progress.
3. Create opportunities for transparency and accountability.



What keeps us up at night?



Questions?

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