

## STRATEGIC PLANNING SHOULDN'T BE A SCARY TASK FOR UNITS

The phrase “strategic planning” may seem complicated and something you may not need at the unit level. But strategic planning is important for organizations and businesses — no matter the size — to prioritize objectives and reaching long-term goals. It helps every level of our organization focus on the priorities and the steps needed to have success at all levels. This will ensure the ALA continues its longstanding mission of serving veterans, military, and their families long into the future.

Think of strategic planning in the same way you would your personal goals. Have you made a plan for retirement? What steps do you need to take to reach your post-employment objectives? Are you planning a job change? What do you need to do to make that happen? In both scenarios, you need to have a plan and know what action you need to take.

Goals of unit ALA strategic plan:

- Cultivate a variety of program engagement opportunities.
- Enhance organizational effectiveness for your unit.
- Recruit and retain members.
- Ensure financial stewardship of resources to maximize unit delivery.
- Enhance the use of technology for easier communication.
- Make better use of the training that National has available to better your knowledge on all levels.
- Enhance and foster the family relationship with The American Legion.

When you create a strategic plan, it should allow YOUR unit to have multiple accomplishments in each area. At the end of each year, units should evaluate the plan to make sure progress is being made toward accomplishing the strategies. This allows for adjustments to be made if necessary.

Please try to get a Strategic Plan created in your unit. It does not have to be complicated. Set up future goals that will better allow you to flourish. There is a lot of help available out there, and if you as a unit have some great ideas, be sure and share them with others.

Until next time,

*Judy Twete*, North Dakota NEC