



CARTER
Enterprise Group

Strategic Planning Model



- SWOT of Leaders
- SWOT of Employees
- SWOT of Customers

- Develop or Refine Vision
- Develop or Refine Mission

- Develop Three-Year Vision with Specific Goals and Methodology

- Determine Strategic Themes
- Develop Strategic Objectives (Four Perspectives)
- Set Measures, Metrics and Targets
- Establish Initiatives

- Develop Strategic Theme Teams with Key Employees
- Determine Execution Plan
- Prioritize Initiatives
- Communicate and Launch Execution Plan