



International Society for Performance Improvement

Potomac Chapter

ISPI Potomac serves greater Washington, D.C.



Simplified Strategic Planning

Jeff Parks, Performance Breakthroughs, Inc.

A "Knowledge You Can Use Tomorrow" Program

Wednesday, May 13, 2009 – 6:00 to 8:30 p.m.

Nixon Peabody LLP – Suite 900

401 Ninth Street N.W., Washington, DC 20004 – [See a map](#)

Closest Metro Stop: Archives-Navy Memorial-Penn Quarter Metro (**Green/Yellow Line**)

Parking at PMI Garage 875 D St NW take elevator to lobby then take one of the south elevators to reception on the 9th floor

Three ways to reserve your seat:

- 1. Click on "Register for the May program" on www.ispi-dc.org**
- 2. Send an Email with Your Name & Contact Information with "Strategic Planning" in the Subject Line to: programs@ispi-dc.org**
- 3. Call Terry Goodwin, Program Chair (202) 546-8483**

ISPI Members/Students: \$15 Non-Members: \$25 Pay Cash/Check at the Door

Does your organization have a strategic plan?

Most organizations have a strategic plan...somewhere. Many strategic plans are book length, and are incredibly detailed, and extend out 5, 10, or more years. But many strategic plans sit on a shelf and never see the light of day despite the fact that they were the result of considerable effort.

What makes a "good" strategic plan good? How can you insure that a strategic plan will be used? How can you insure buy-in? Why go through the effort?

Jeff Parks will guide us through a well defined process for the creation of a strategic plan. Jeff led this process to create the strategic plan for the ISPI Potomac Chapter, which subsequently was awarded the 2009 Chapter of Excellence Award from ISPI International.

Come prepared to think and participate. This will be a working meeting, with exercises, guided discussions, and strategic thinking and planning. **Good stuff!!**

Jeff Parks is President of Performance Breakthroughs, Inc. (PBI), a management consulting firm focusing on developing high performance workplaces and helping organizations and teams to achieve their business mission and goals. He is a former Director of Training and Workforce Performance Improvement for the U.S. Coast Guard. See: www.performancebreakthroughs.com