



The Florida Sterling Council provides comprehensive performance improvement services to meet your needs.

STRATEGIC PLANNING CONSULTATION & FACILITATION

Why engage Sterling as an outside facilitator?

A strategic planning facilitator:

- Ensures in-depth knowledge of your organization through preliminary discussions and review of documents
- Provides objective guidance with a systematic approach to strategic planning and performance excellence
- Assures engagement of all participants while preventing dominance of any participant or group
- Asks the difficult questions
- Helps you make connections between and among the planning steps
- Empowers leadership to take ownership of the strategic plan

What will Sterling do?

Set preliminary discussions with key leaders to discuss your organization and determine what has previously been done in strategic planning. Sterling will build and facilitate sessions that incorporate best practices in the development and execution of strategic plans. Some of those practices include:

- Conduct an environmental scan
- Conduct a SWOT Analysis
- Determine core competencies, strategic challenges and strategic advantages
- Determine priorities for strategic vs. operational improvement
- Define SMART goals, in-process and outcome measures
- Check for overall alignment and allocation of resources
- Complete action plans with measures
- Develop a communication and review process for the plans

INSIGHT

“The Florida Sterling Council provides a valuable service to organizations developing or revising their strategic planning process and developing real, critical measures. They offer a unique perspective that helps leaders approach performance-driven planning with blinders removed.”

LUCY GEE

Executive Director

Medical Quality Assurance
Florida Department of Health



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Who should attend?

- The Senior Leadership Team and other key stakeholders will participate up to the action planning stage. Some of these leaders may also stay on as champions whose primary responsibility is to oversee and remove obstacles for the team.
- At the action plan stage, employees most closely connected to the project will be engaged.

Investment

- Minimum of two days for the development of the organization level strategic goals and at least one follow-up day for action planning.
- Fee: \$10,000 - discount available for not-for-profit organizations.
- Sterling can also work with organizations who want assistance at the operational or business plan level or to work through deployment strategies if you already have a strategic plan.

INSIGHT

“Pat was instrumental in helping my team through a strategic planning and continuous improvement process. Very knowledgeable and patient. Excellent facilitator and cat herder!”

RANDY LEDBETTER

*Vice-President of Business Development
UGL Services*

MISSION

Sterling’s mission is to promote Florida’s competitive edge and quality of life through promoting, developing, assessing and recognizing performance excellence.

Founded in 1992, the Florida Sterling Council is a not-for-profit 501(c)(3) corporation supported by the Executive Office of the Governor and is responsible for the Governor’s Sterling Award for Performance Excellence.