



Welcome to the 2018 FRPA
Conference!

One Hour =
One Page Strategic Direction

Learning Objectives

Recognize why strategic direction is core to everything we do

Discuss elements within one page form

Draft your own one page strategic directions



If you don't know where you
are doing
Then any which way is okay

Yogi Berra

Consider Strategic Directions of

- UBER
- Amazon
- NIKE

How does it differ?

Goals, Master Plan, Comprehensive Plan, Strategic
Plan

Intentional

Doesn't matter

Your agency, your area of responsibility
And even you personally

Components of Strategic Direction

- Clear and Compelling Vision
- Desired Outcome – what would the world look like or change
- Purpose – why it is important to you and others
- Story -give it a face

Intending to be more than business as usual

- Who do you want to be?
- What do you want to be known for?
- What's important to you/agency?
- What's important to your current and potential customers?

Elements to Consider

Aspiration

- Want to be something more or different

Intent

- Difference

Strengths

Greatest assets

Opportunities

- Best Opportunities

Actions

- Let's do it!~

Let's Get to Work

Ellen O'Sullivan, Ph.D.
Ellenosull@gmail.com
941-544-1457





FRPA

**FLORIDA RECREATION
& PARK ASSOCIATION**

For more information about the Florida Recreation and Park Association visit www.frpa.org.