

Simple Analogy to Understand Strategic Planning

Perhaps one of the easiest ways to explain strategic planning is by using a simple analogy. The following table depicts a comparison between strategic planning for an organization to vacation planning for a family.

| Strategic Planning | | Vacation Planning |
|--|---|--|
| Strategic planning | ~ | Arranging a trip we will take |
| Mission | ~ | Why we are traveling, for example, relax, gain renewal, strengthen the family, educational experiences, etc. |
| Values | ~ | Our priorities in how we carry out our trip, for example, have a good time, listen, talk, quiet places, opportunities to meet new people, etc. |
| Vision | ~ | Where we want to end up and what we will be doing at our ultimate destination |
| External analysis (what we cannot control) | ~ | Checking the weather, road conditions, etc. |
| Internal analysis (what we can control) | ~ | Checking our available vacation time, condition of our car, who drives, etc. |
| Goals | ~ | Major stops along the way |
| Strategies (small organizations often do not identify strategies) | ~ | Major routes we will take to the major stops |
| Action planning | ~ | Who will drive each route, check the map, make reservations, etc. |
| Budgeting | ~ | Identifying how much money we will need to spend |
| Implementation and adjusting of plans | ~ | We get in the car and start our vacation, some roads are under construction and we change routes, etc. |