Strategic Planning Process - High Level Overview

**|| Annual planning ||**

1. Once a year, allocate two to three days, ideally one or two months before the end of the fiscal year, to collaborate with the team to establish clear company objectives for the coming year.
2. In annual planning, develop or review organization values, mission, and vision. Conduct an annual vision exercise and draft a vision description that provides high level direction and inspiration for the organization.
3. In annual planning, refine and update strategy through SWOT analysis, business canvas, competitive analysis, and discussion of key strategic questions.
4. Establish Objectives and Key Results for the upcoming year for the organization.
5. Establish Q1 Objectives and Key Results for the first quarter of the year for the organization, a subset of the annual OKRs.
6. Establish team and individual OKRs for the year and Q1 that align with organizational OKRs. For small organizations, 15 to 60, forgo team OKRs and just develop organization and individual. (If a very small organization <5 team members, organizational OKRs may be sufficient as long as key results are assigned to specific team members.)
7. Schedule all company planning meetings for the year at the beginning of the year (annual & three quarterly sessions) and be disciplined about following through with them.

**|| Quarterly planning ||**

1. Throughout the quarter, reference OKRs and monitor progress (in team meetings and 1-1s).
2. Approximately two weeks before the end of the quarter, take half day or full day to review progress against the quarter’s OKRs. Score your OKRs for the quarter and make note of learnings.
3. Establish quarterly goals for the upcoming quarter at the organizational, team, and individual level.
4. Use OKRs throughout the quarter to guide prioritization of time allocation.
5. Focus on highest priorities and set aside less critical tasks.
6. Layout a thorough schedule and steps for achieving key results, as it makes sense — initiatives and action plans associated with individual key results.
7. Coordinate planning across business units, identifying any dependencies.