

Strategic Issue Identification and Prioritization



WHATCOM COUNTY
WASHINGTON

Whatcom County Council
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Work Session Outline

- Background – Strategic Planning Versus Identifying Strategic Issues
- Councilmember Priorities
- Celebrating Success/Accomplishments
- SOAR
- Strategic Themes
- Prioritization Grouping
- Wrap Up
- End by 4:30!!!

Strategic Planning

- Perspectives – Gathering Information
- A Clear Vision Statement – Painting the Picture
- A Defined Mission – Articulating Your Purpose
- Defining Your Core Values
- Identifying Strategic Issues
- Establishing Goals and Objectives
- Action Plan/KPIs – Tactical and Operational
- Reporting and Tracking Performance
- Monitoring and Reviewing



Ws and H

	Strategic	Tactical	Operational
Who		X	X
What	X		
When		X	
Where		X	
Why	X		
How			X
Which	X		



Background –

Developing a Strategic Issue Agenda

- Identifying Strategic Issues is the Center Piece of the Strategic Planning Process
- Focus is Initially on Issues – Not on Answers
- Focused on What is Truly Most Important
- Identification of the Issues can Provide Clues in Actions to Take to Resolve Each Issue
- Resolving the Strategic Issue(s) has a Major Impact on the Direction and Organizational Success



Strategic Issues Are...

- Fundamental Policy Questions
- Critical Challenges Affecting Organization and Community
- Something that Needs to be Addressed and Resolved
- Longer term issue whose resolution will help move the organization toward its vision.
- “Generally” not Something Underway



Buckets of Strategic Issues – Not all Issues are Equal/Same

- Normal Business/Logical
- Immediate
- Temporal
- Priority
- Horizon
- Long Term
- Monitor

Strategic Issue Collateral Affect

- Identification of strategic issues can result in a kind of useful tension necessary to prompt organizational change.
- Strategic issues can, by definition, involve conflict of one sort or another.
- Develop organizational character.
- Identification of the issues can provide clues in actions to take to resolve each issue.
- Consciously choose to devote some time to identifying and resolving key strategic issues.



Questions, Clarifications, Discussion



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