

# Strategic Visioning Services

Southeast Service Cooperative staff use a human-centered design model of strategic planning, which offers fresh thinking and a new perspective. We work with a group of your key stakeholders (administrators, staff, board, community) to implement a tailored process that meets your specific needs. You'll learn an iterative process to inform, support, and expand your strategic focus. This leads to intentional change and meaningful impact. Our proven model includes problem framing and the synthesis of insights into solution concepts. Below are six components that can be integrated to customize your experience. The graphical representations produced lead naturally into staff action planning.



## Vision

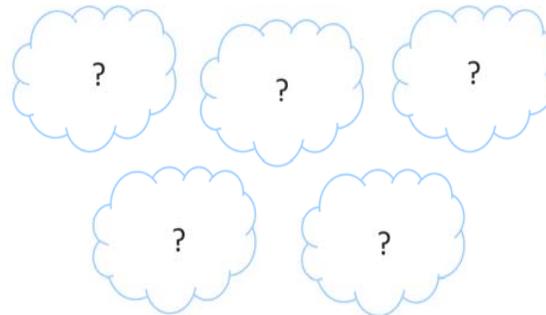
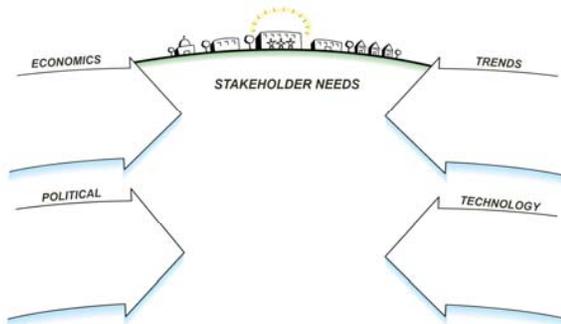
Why do you exist? What impact do you want to have? How do you want to be perceived? Your vision is your desired future state and should convey a greater sense of purpose and promise.

## Mission

What do you do? What is your overall function? How will you achieve your vision? Your mission should drive the way that you implement your strategies and the daily operations of your agency.

## Values

How do you carry out your mission? What are your foundational expectations? Core values form the guiding principles upon which your work is conducted and decisions are made.



## Context Mapping

Before looking inward, it is vital to consider external factors and trends that impact the work that you do. This process creates a snapshot of the present environment and allows the group to acknowledge what cannot be controlled so that the visioning process can focus on what can.

## Big Questions

Some questions are so essential that attention is necessary for ongoing success. These should be addressed as part of any comprehensive planning process to help you focus on the development and implementation of "good-to-great" solutions that will make a difference at multiple levels.

## Bold Steps

Grounding your vision in specific and immediate initiatives offers a springboard for action planning. Developing commitment around ideas drives creative innovations that take you beyond daily objectives. This process identifies high impact actions that tackle significant problems.



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