

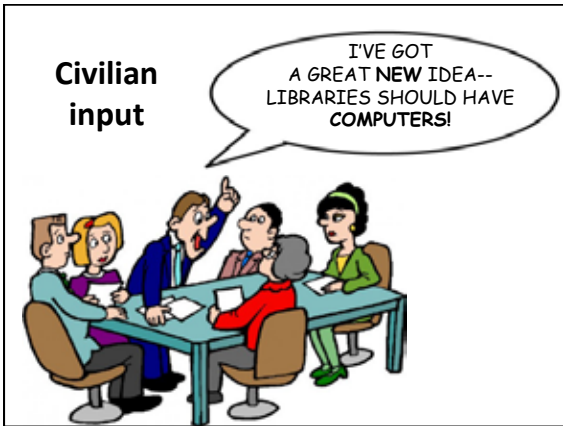
The Strategic Reality Check







The Strategic Reality Check







The Strategic Reality Check

Vision statement



Values statement

- Integrity
- Communication
- Respect
- Excellence



Goals, objectives, and metrics

$$\frac{dT}{dt} = k(\sin(2\pi \omega t) - T)$$

$$\frac{dT}{dt} + kT = k \sin(2\pi \omega t)$$

$$\mu(t) = e^{\int k dt}$$

$$= e^{kt}$$

$$T(t) = \frac{1}{\mu(t)} \int \mu(t) k \sin(2\pi \omega t) dt + \frac{C}{\mu(t)}$$

$$= e^{-kt} \int e^{kt} k \sin(2\pi \omega t) dt + \frac{C}{e^{kt}}$$

$$= \frac{k e^{-kt}}{k^2 + 4\pi^2 \omega^2} (k e^{kt} \sin(2\pi \omega t) - 2\pi \omega e^{kt} \cos(2\pi \omega t)) + \frac{C}{e^{kt}}$$

$$= \frac{k}{k^2 + 4\pi^2 \omega^2} (k \sin(2\pi \omega t) - 2\pi \omega \cos(2\pi \omega t)) + \frac{C}{e^{kt}}$$

$$= \frac{k}{\sqrt{k^2 + 4\pi^2 \omega^2}} \left(\frac{k}{\sqrt{k^2 + 4\pi^2 \omega^2}} \sin(2\pi \omega t) - \frac{2\pi \omega}{\sqrt{k^2 + 4\pi^2 \omega^2}} \cos(2\pi \omega t) \right) + \frac{C}{e^{kt}}$$

$$= \frac{k}{\sqrt{k^2 + 4\pi^2 \omega^2}} \sin(2\pi \omega t + \phi) + \frac{C}{e^{kt}}$$

where $\tan \phi = -\frac{2\pi \omega}{k}$

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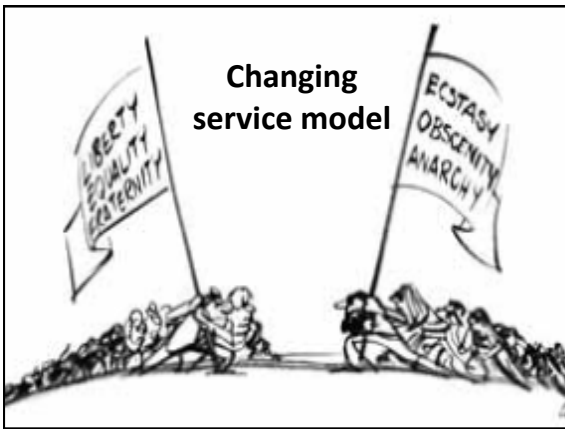






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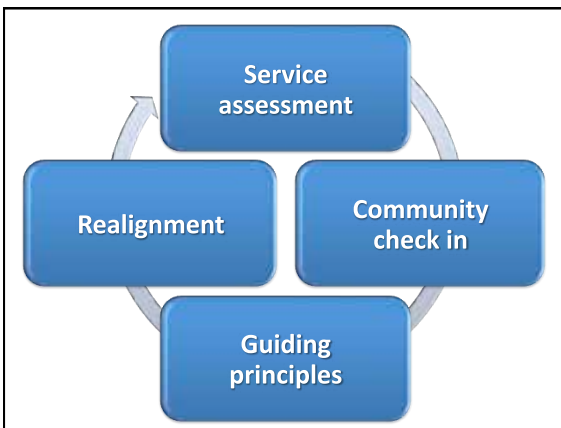


The Strategic Reality Check

A new approach to planning

- Pragmatic
- Cost-effective
- Timely
- Flexible
- Motivational
- Developmental







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Start with the service-related data



What are you telling your community?

- Website
- Newsletter
- Social media
- Press releases
- Annual reports
- Signage
- Instructional materials
- Mission, vision, values



What are you telling yourself?



- Staff newsletters and memos
- Intranet
- Director's messages
- Internal communications
- Job descriptions
- Staff evaluations

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Community check in

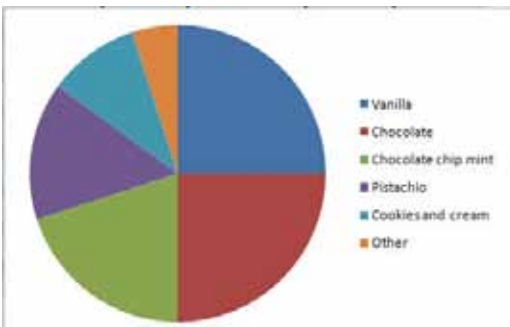


Review plans that are already in place

- City or county strategic plans
- Business initiatives
- Not-for-profit organization goals
- School district planning
- Infrastructure projects



Review existing survey data



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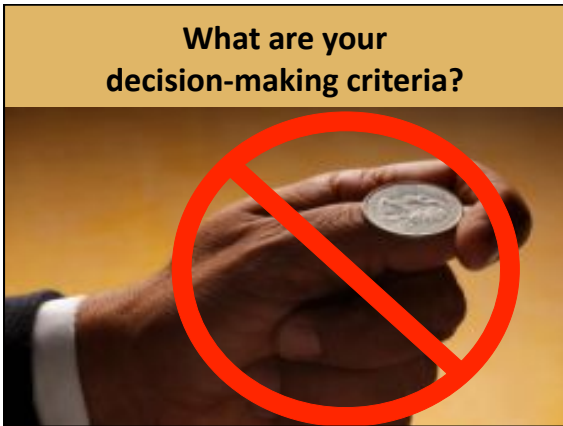
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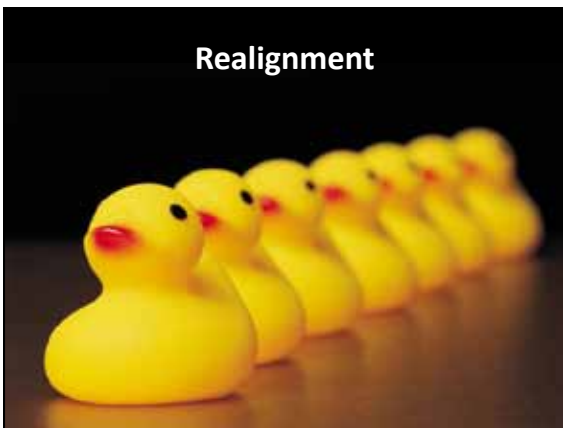






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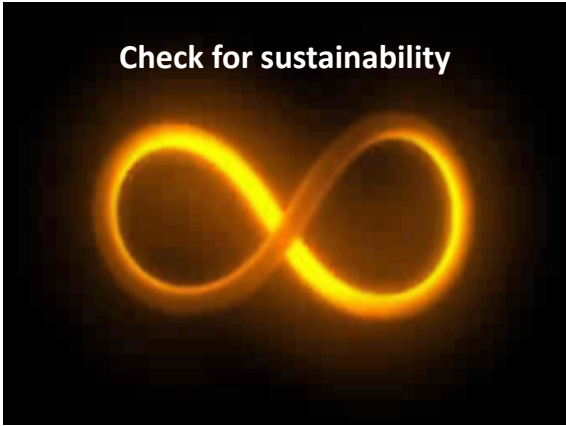


Compare your strategies to

- Your library's strengths
- Your community's vision of itself
- Your principles

A Venn diagram consisting of three overlapping circles: a blue circle at the top, a red circle at the bottom left, and a green circle at the bottom right. The overlapping areas are shaded in purple, pink, and light green.

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The Strategic Reality Check

Let's continue the conversation

- E-mail hello@georgeandjoan.com
- Visit <http://georgeandjoan.com>