

# CHAPTER LEADERSHIP AND STRATEGIC PLANNING

*"Leadership can be thought of as a capacity to define oneself to others in a way that clarifies and expands a vision of the future." ~Edwin Friedman*

## STEPS TO DEVELOP CHAPTER GOALS

### 1. Assess the status of your organization

Determine Core Mission

Inventory current events, activities, and objectives

Evaluate these activities, events, and objectives against the core mission

### 2. Create your Strategic Plan

Decide who needs to be at the meeting to develop plan.

- Consider who in your chapter is knowledgeable in the areas of focus and who's opinion is most influential on other chapter members.

Imagine what the next level would look like

Set short and long term goals

Challenge your organization with a BHAG (Big Hairy Audacious Goal)

### 3. Develop a Timetable of Accomplishments

Set dates for the smaller goals and objectives

Establish the critical benchmarks for the BHAGs

Assign captains and crews for each goal



## ENSURING GOAL COMPLETION THROUGH CHAPTER EVOLUTION

- Regularly meet to revise the plan and timetable
- Allow for evolution as circumstances, current events, new opportunities, and changes in the chapter talent pool warrant
- Insist on engaging in quarterly updates and assessments to maintain accountability
- Save written records of plans and accomplishments to transfer the plan to chapter leadership each year
- Ensure that your chapter has a formal transition retreat!

**RAISE** you Chap-

This information was provided during the First Leadership Lunch on September 19, 2008  
courtesy of Associate Vice President and Dean of Students Allen Groves

### Additional Leadership Resources

Office of the Dean of Students—Fraternity & SorORITY Life

Student Activities Center

National Headquarters

Built to Last: Successful Habits of Visionary Companies ~by

Jerry Porras & Jim Collins