
WESTFIELD STATE UNIVERSITY STAKEHOLDER ENGAGEMENT

SME | **STRATEGY**
MANAGEMENT CONSULTING

STRATEGIC PLANNING PROCESS FOR WSU

- Visioning Sessions
- Stakeholder Surveys
- Strategic Planning

STRATEGIC PLANNING PROCESS

CURRENT STATE



Where are we now?

Celebrate

SWOT
Scan

PESTLE
Analysis

FUTURE STATE



Where are we going?

3-year
visioning
exercise

3-year
mission
exercise

VALUES & RISKS



What will get in our way?

Values &
behaviors

Risk
Analysis

PRIORITIES & GOALS

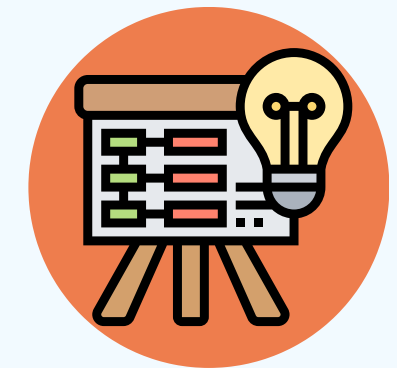


What do we need to do?

Setting 3
Strategic
Priorities

SMART
goals

ACTION PLANNING



How will we implement our plan?

Action &
Comms
Planning

Critical
Capacities

ICEBREAKER

What is your name and role?

What do you hope to get out of today's conversation?

GROUND RULES

Test Assumptions & Inferences

Clarifying "What did you mean by that?"

Share All Relevant Information

What does everyone need to know?

Discuss the Un-discussable

Don't avoid critical conversations & DO focus on facts

Use Specific Examples, Not Generalizations

"Last week, this happened..."

Explain Reasoning and Intent

"I'm asking this because of ..."

Focus on Interests, Not Positions

What can we collectively get out of this?

GROUND RULES

Combine Advocacy With Inquiry

Ask questions to get to the heart of an issue versus proving a point

Design Next Steps to Test

Disagreements

What's next in order to resolve this?

Make Decisions That Reflect Commitment

If you believe in something, you'll implement it!

Utilize the "Parking Lot"

If information is important, but not urgent, we may park it

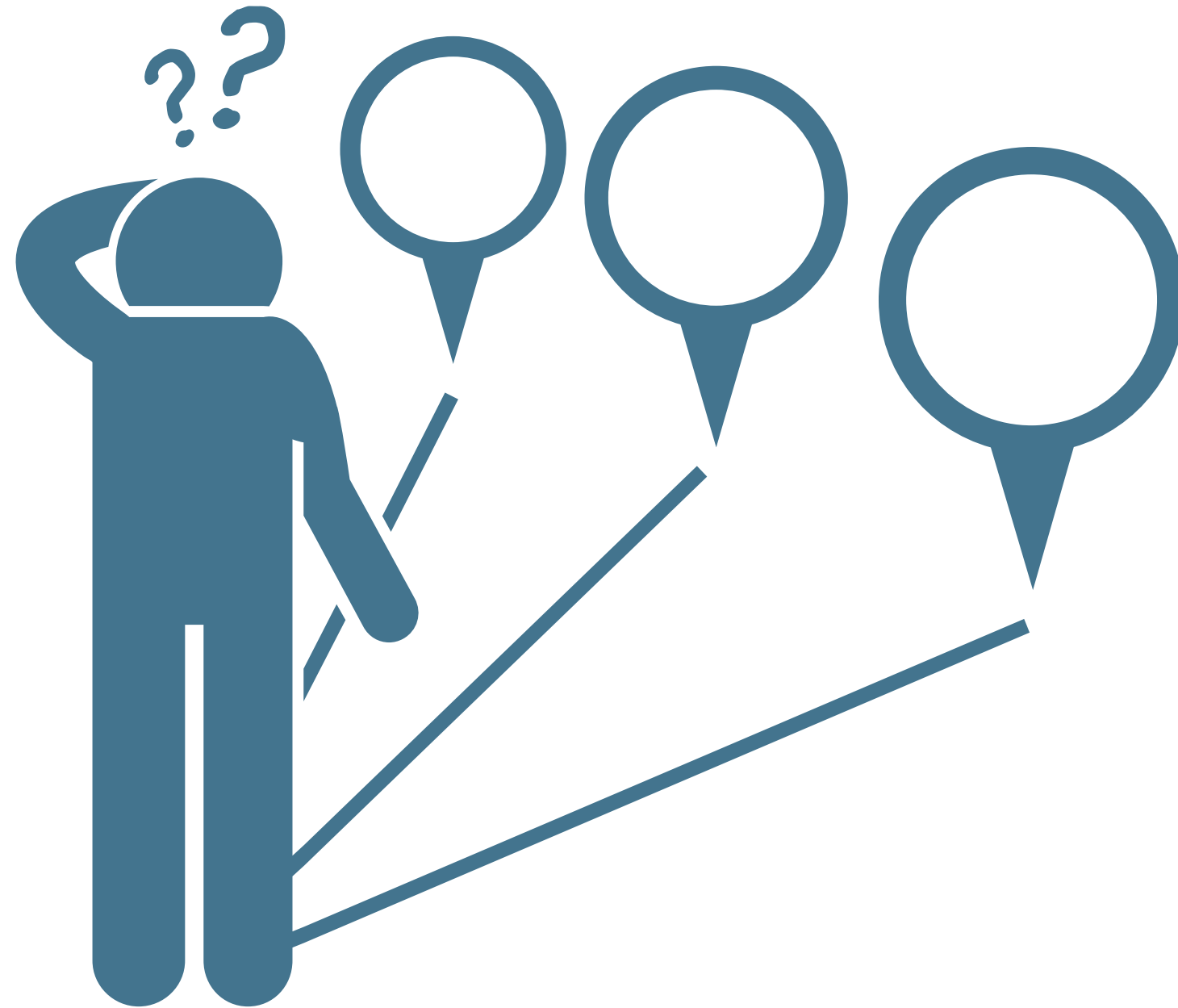
Equity of Voice & Engagement

The facilitator will call on individuals who can opt out if needed

Accountable Space

Let's work together to develop an accountable space to share and discuss ideas

WHY ALIGNMENT?



Multiple Destination Trap



One Destination Model

SESSION OVERVIEW

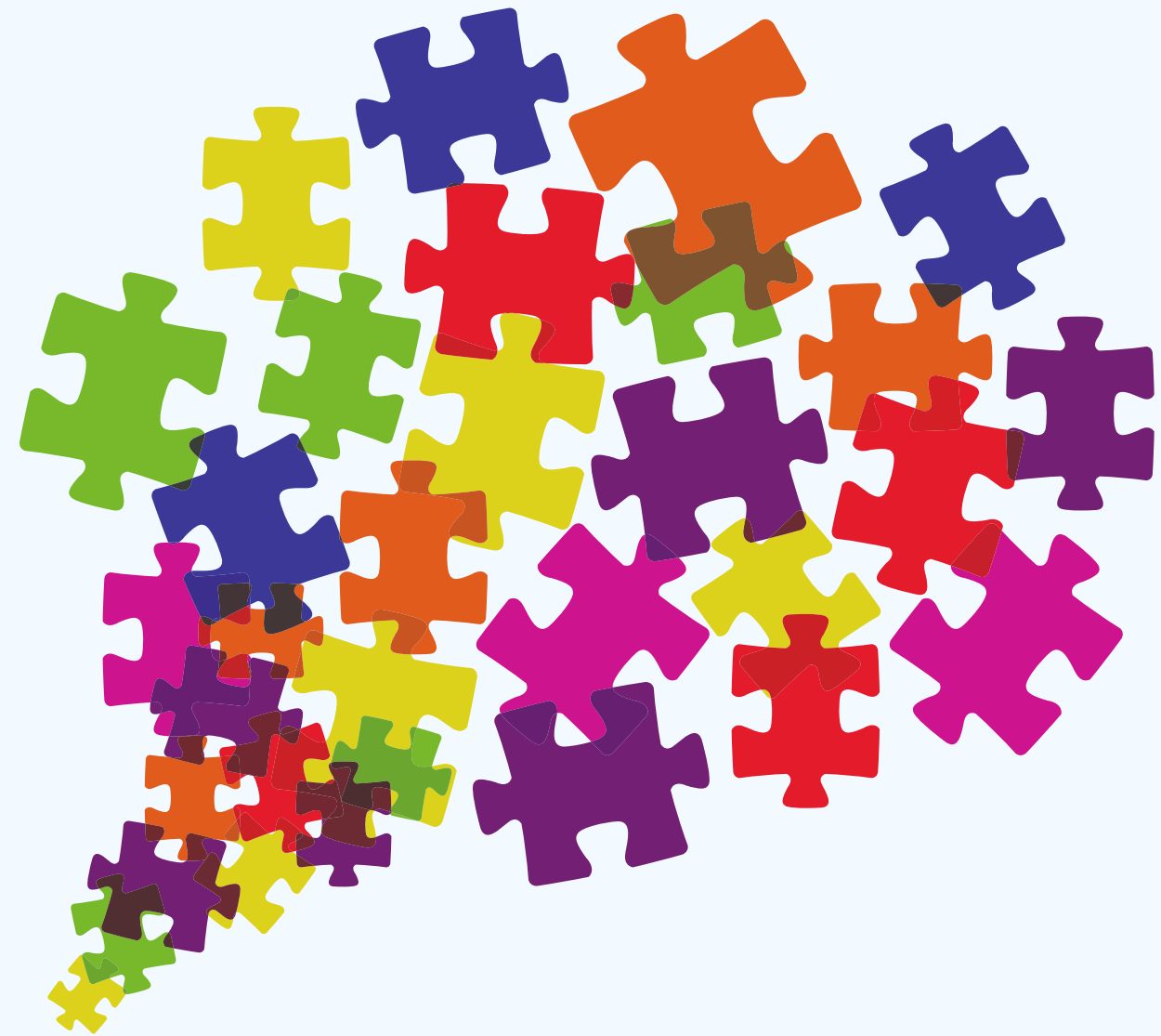
What is the University doing well?

What is the University doing less well/not as well as we'd like?

What does success look like for WSU? (Visioning Exercise)

What do we need to do to move that forward?

IF SUCCESS WAS A PLACE, HOW WOULD YOU KNOW IF YOU ARRIVED?



Why is a clear and articulate **VISION or One Destination** for the future important?

VISIONING EXERCISE



- Add today's date on a piece of paper (or computer)
- Three points around your biggest wins
- Present/Past Tense (we ARE or we HAVE done this ...)
- Three steps (Solo, Sharing, Aligning)

NEXT STEPS

- Stakeholder Survey for you to provide additional feedback
- Strategic Plan creation this Fall

CHECKING OUT

What are you taking away from
today's conversation?