

Day 1: How To Create a Strategic Plan That Gets Off the Shelf and Into Action

Wise strategic leadership can impact the future sustainability of your school in a major way. As a school leader, you have an exceptional opportunity to help your school adopt an ongoing posture of strategic thinking and strategy making. This session for experienced school leaders outlines dominant schools of thought in strategy making, as well as structures, processes, and approaches to help you provide the best leadership possible whether your school is beginning, engaged in, or completing a strategy making process. Session participants will leave with knowledge and tools to lead a successful strategic planning process at their schools and equally importantly to transition to successful plan implementation.

Learning Objectives

Participants will learn:

- contemporary definitions of critical strategic planning terms.
- why deliberate strategy approaches are common in schools.
- how to get the most from a deliberate strategy culture.
- why emergent strategy is desirable but challenging in schools.
- how to move toward an emergent strategy culture.
- how to coordinate the complementary roles of governance, head of school, and leadership teams in strategy making.
- what essential pre-planning questions must be answered to create the foundation for a successful planning process.
- how to select and organize a high performance planning team.
- details of 13 proven steps to a successful strategic planning process.
- how to recognize exemplary values, mission statements, strategic issues, assumptions, vision statements, goal statements, strategy statements, and initiatives.
- why many independent school strategic plans don't get off the shelf and into action and steps to take to avoid this pitfall.

Christina Drouin, President, Center for Strategic Planning

Speaker, author and strategy consultant Christina Drouin advises independent schools and the organizations that serve them on all matters of strategy. A familiar face at national conferences since 1998, Ms. Drouin is an experienced session leader and speaker on strategic planning, strategic marketing, and governance. She has earned the Council for the Advancement of Education's Stellar Speaker Award multiple times and most recently presented a session on strategic planning at the NAIS 2018 Annual Conference.

Ms. Drouin is the author of the National Association of Independent Schools' (NAIS) new **Strategy Handbook**, scheduled for publication in 2019. She is co-author of three other NAIS books: **The Strategic Process: 10 Steps for Planning Your Independent School's Future** (2007), NAIS's **Marketing Independent Schools in the 21st Century** (2001), and **A Trustee's Primer on the Strategic Process** (2008). She is also the author of several *NAIS Leadership Series Advisories* on Financing Sustainable Schools (2009) and can be heard on their related podcasts. Ms. Drouin is a Council for the Advancement and Support of Education (CASE) Circle of Excellence Gold Medal Award Winner for Advertising (1998) and served on NAIS's Admission and Marketing Committee, the team of practitioners who drafted the widely adopted NAIS Admission Principles of Good Practice in 2000.

Prior to opening her consulting practice in 2000, Ms. Drouin worked in the field of education as a high school teacher and an independent school administrator. In 2016 she launched a new consulting division – Sacred Planning – making available to individuals and small groups her proven values-driven and vision-focused strategic planning. For more information on Ms. Drouin's planning models, go to www.christinadrouin.com, www.sacredplanning.com, or read her reviews on LinkedIn.

Field of Study: Business Management and Organization

Prerequisites: Basic knowledge of independent school finances

Advanced Preparation: None

Program Level: Update

Delivery Method: Group Live

Participants will earn 5 CPE credits.