



# Strategic Analysis Worksheet . . .

Complete the boxes in any order. Start wherever you have the most information.

|   |   |   |
|---|---|---|
| <b>Issue</b> - Develop a clear and concise description.   |   | <b>Outcome</b> - What you want as a result of this effort.  |
| <b>Key Messages</b> – What are three major points to communicate about this issue?  | <b>Players</b> – Internal.  | <b>Strategies for Involvement<br/>Tools for Accomplishment</b><br>(Task group, small meeting, open house, etc.) |
| <b>Information receiving / disseminating</b> – How will you give and get information?   |   | <b>Decision Maker</b> - Clearly define who will decide this issue!  |
| <b>Background</b> – Events that led to this situation.  | <b>Group decision-making technique</b> – consent, vote, majority, etc. How will you make decisions? What if you can't? (See Decision Maker box above) |   |
|   | <b>Publics</b> - External. Who must be and is involved; what are their issues and concerns?   | <b>Worst Case Scenario</b> – What you don't want to have happen... an outcome you want to avoid.                |
|   | <b>Constraints &amp; Sideboards</b> – Other considerations and potential barriers...  |   |
| <b>Timeline</b> - Note past efforts as well as present and future timeframes.<br><hr/> <i>Beginning</i> <span style="float: right;"><i>End</i></span> |   |   |



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Complete the boxes in any order. Start wherever you have the most information.

**Issue** - Develop a clear and concise description.  
*Isolate the issue or situation you are trying to deal with in this particular effort (workgroup, public meeting, advisory committee, etc.). Everyone must agree this is the issue you are trying to solve.*

**Outcome** - What you want as a result of this effort.  
**Is this...** information sharing, decision making, strategy building, or recommendation only?

**Key Messages** – What are three major points to communicate about this issue?  
*There may be more, but your communication effort (i.e. staff presentation, situation brief, problem statement, etc.) must be clear and readily understood by your target audience.*

**Players** - Internal  
*Identify all agency staff affected by this issue – field, staff and headquarters.*

**Strategies for Involvement Tools for accomplishment**  
*See 47 different options available @ <http://www.iap2.org/practitionertools/toolbox.pdf>*

**Information receiving/disseminating** – How will you give and get information?  
*Define how participants will provide **you** with information (website, e-mail, meeting, survey, phone, key contact, etc.) & how you will provide information to **them** (news release, mailings, etc.)*

**Decision Maker** - Clearly define who will decide this issue!  
*This may be more than one person.*

**Background** – Events that led to this situation.  
*Large and small events that led to your planning this effort: What have participants been told, how have they been involved? Evolution of rules, regulations, laws that effect the situation. What do participants think or believe about the situation?*

**Group decision-making technique** – consent, vote, majority, etc. How will you make decisions? What if you can't? (See Decision Maker box above)

**Publics** - External. Who must be and is involved; what are their issues and concerns?  
*Don't leave out key players! Even if they disagree with you! If you aren't sure – ASK!*

**Worst Case Scenario** – What you don't want to have happen...an outcome you want to avoid.  
*This information will help you build a strategy for all contingencies.*

**Constraints & Sideboards** – Other considerations and potential barriers (existing policy framework, State/Federal legal process requirements, jurisdictional limits, budget, etc.)

**Timeline** - Note past efforts as well as present and future timeframes.

*Frequent reference to a posted timeline of events affecting this issue will help everyone stay focused.*