

One Page Strategic Plan



Core Values / Beliefs These are forever					
These are forever	Purpose (Why)	Targets (Where)	\ /	\ /	
	10-30 years	5 year	1 year	Quarter	Current Environment
Empower Our Officers and Lodge Members Always Have a Quality and Welcoming Social 1/2 Hour Meetings Are Enjoyable, Meaningful and Well Attended Social Events Are Always Talked About Positively & Well Attended.	Purpose (Why) 10-30 years Why are we Here Different, Fun, Memorable, a Welcoming Place to Go To Our Promise We Take Care of Our Members and their Families And You Will Always Enjoy Coming to a Langley Lodge Meeting, Degree or Social Event Our BHAG Example: To have 60 members attend all lodge meetings	Year 12/31/2015 Receivables \$25,000 Payables \$23,000 Surplus \$10,000 Members 80 Attendance 35 Involve or Stay in Touch w/ Our Existing Lodge Membership Mentorship for Lodge Officers Who Represent Future Leadership Mentorship for Newly Initiated Lodge Members A consistent & Defined Process to 4 select every initiate before an investigation Regular Social Events for the Brethren & Their Families	Year 12/31/2010 Receivables \$18,000 Payables \$16,000 Surplus \$2,000 Members 64 Attendance 20 WM Annual Priorities A) Create a monthly from the East news letter to stay in touch B) Phoning committee action plan and accountability Generate a 1 page Strategic plan for future officers Review GLBC&Y mentorship program and implement part or all. Document 6 step process from George M. and implement Two major Social Events per year and six smaller Social	Q-1 4/31/2010 Receivables \$18,000 Payables \$5,500 Surplus \$2,000 Members 62 Attendance 20 WM Q-1 Goal / Rock Send out a monthly 1 from the East newsletter. WM Q-1 Goal / Rock Complete 1pg strat 2 plan by March w/ PM's input WM Q-1 Goal / Rock Get rough outline of Six step program from George M and start working on it. SW Q-1 Goal / Rock 1 Adopt Lodge Strat plan for his year	SWOT Analysis Current Environment Strengths 1 Our social bond PM's support future officers 3 4 5 Weaknesses 1 Mentoring Staying in Touch w/ our Members 3 No Long Term Plan 4 5 Opportunities 1 Langley Web Page 2 Visiting & Visitors Olympic 3 International Traveling Gavel 4 5 Threats 1 Demits Other web pages



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INSTRUCTIONS OF EACH COLUMN TO BUILD THE ONE PAGE PLAN

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	e (Why) Targets (Where)	Goals (What)	Actions (How)	SWOT Analysis				
Why are what we are forever Ask the que "Why are what we are "What is the dige Decisions, es, Behaviors and nance." be 5-10 andments upon he Vision for the of the Lodge is will be the basis ection, nance Review itions, Promotion, tention going l. fines the road map in WM to keep consistent. or these: do we conduct our Activites? makes up our Lodge culture? four values are Why are what we are "What is the this Lodge of "What is on for this Lod "What's the Higher Real "What is on for this Lod "What's the Higher Real "What is on for this Lod "What's the Higher Real "What is on for the Seal "What is on for the Higher Real "What is on for the Lodge is will be the basis ection, and the promise of the Lodge is any other Lodge of Market Direction ("Big, Hairy Goal." Show Years out; Lodge I Legendary you to Green was drive Fundamer.	Targets (Where) 5 year Year 12/31/201 Where do you want your Lodge to be 3-5 Years from now, in terms of Revenues, Profitability, Value, membership or OTHE at a calendar point that you select? Tomise Our Lodge ise, ask ise Questions: ecific Need satisfy for our Better than idge can?" our absolute d Proposition fferentiator?" BHAG Collins – Your Audacious ald be: 10-25 it make your Lofty and Collins it make your Lodge it make your Lofty and Collins it make y	Goals (What) 1 year Year 12/31/2010 WM's Goals for the Lodge 1 Year from now, in terms of Revenues, Profitability, Value, Membership, or OTHER ensuring substantial progress towards the 3-5 Year Targets defined by the PM's. WM Annual Priorities		Strengths What are the Top 5 Strengths of your Lodge Weaknesses What are the Top 5 Weaknesses of your Lodge Opportunities What are the Top 5 most promising and potentially lucrative Opportunities your Lodge can actively and aggressively pursue? over the next 3-24 months Threats What are the Top 5 most dangerous and potentially devastating Threats or Brutal Facts facing your Lodge? The timeframe should be immediate to 24 months, and should include Threats which you have some degree				

must be in writing.



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The intent of these three pages will define how this One Page Stratigic Plan comes together. It is based on the Keep It Simple approach and meant to be a one page reference and guide to help focus the WM and Lodge. It takes some time to create the first draft and template but once the first three columns are filled by the Past Masters and Lodge then the principle officers take it from there and modify as needed in their respective years.

The First three columns are defined by the Lodge using first a Mail Out Questionnaire that is returned and then a Board of General Purpose is called to summarize the final results to a this one page plan. The 5 year Targets are reviewed periodically and changed as needed to reflect any change in direction that might be required.

These Two columns are defined by the WM of the Year. They become part of the WM year plan and are aligned with the 5 year targets ensuring consistency

> person is making to advance the Plan. This must be in writing.

The SWOT – Strengths, Weaknesses, Opportunities, Threats are reviewed each year during the Board of PM's with the SW ensuring they are relevant.

Core Values / Beliefs Purpose (Why) Targets (Where) Goals (What) Actions (How) SWOT Analysis These are forever 10-30 years **Current Environment** 12/31/2015 12/31/2010 Q-1 4/31/2010 Year Year Why are we Here Where do you want WM's Goals for the WM's Goals for the Ask the questions: your Lodge to be 3-5 Lodge 1 Year from Lodge, in terms of Strengths "Why are we doing Years from now, in now, in terms of Revenues, Profitability, What are the Top 5 what we are doing?" terms of Revenues. Revenues, Profitability, Value, Membership, or The "Should's" and Strengths of your "What is the reason Profitability, Value, Value, Membership, or OTHER - generally at "Shouldn'ts" that quide Lodge this Lodge exists?" membership or OTHER OTHER ensuring the next Quarter-end your Lodge Decisions, "What is our Passion at a calendar point that substantial progress calendar point that you Attitudes, Behaviors and Weaknesses for this Lodge?" you select? towards the 3-5 Year select - so you can Performance. "What's the Lodge's What are the Top 5 Targets defined by the make substantial, Weaknesses of your Higher Reason?" PM's. incremental progress Should be 5-10 towards your Annual Commandments upon **Our Promise** Goals and your 3-5 3-5 Year Priorities WM Annual Priorities which the Vision for the To identify your Lodge Opportunities Year Targets. What 5 specific Moves 5 specific Moves or future of the Lodge is Brand Promise, ask What are the Top 5 or Actions must your Actions defined by the built. It will be the basis vourself these Questions: most promising and WM for his year that he Lodge take, or what Goals / Rocks for Selection, 1) "What specific Need potentially lucrative and his officers must Your Rocks are your Performance Review Talents must your can we best satisfy for our Opportunities your Lodge apply, in apply, in measurable Lodges quarterly Action Evaluations, Promotion. members - Better than Lodge can actively and Items that are of the and Retention going measurable terms, terms, to meet or any other Lodge can?" highest priority. There aggressively pursue? exceed Goals for the forward. 2) "What is our absolute prioritized and stated should be no more than 5 over the next 3-24 Value-Added Proposition as "Top 5 and First of vear. for the Lodge and no months or Market Differentiator?" 5" Goals to be met or Also defines the road map more than 3 for an exceeded within the These priorities align for each WM to keep individual. Rocks are the Our BHAG Threats Lodges 3-5 Year with each priority things consistent. action items that will be From Jim Collins - Your What are the Top 5 defined by the PM's in Target? most responsible for "Big, Hairy, Audacious most dangerous and the 3-5 Year Actions. achieving your quarterly Answer these: Goal." Should be: 10-25 potentially devastating and annual goals. For Defined by PM's. * How do we conduct our Years out: it make your each rock, an individual or Threats or Brutal Facts reviewed each year at Lodge Activites? These stay consistent Lodge Lofty and a team is designated to facing your Lodge? The PM's meeting & used or are re-defined by * What makes up our Legendary; Challenges "drive it home." timeframe should be for evaluation. each WM as he unique Lodge culture? you to Greatness; and To advance the Plan, with immediate to 24 must drive your Lodge develops his year. YOU being the "Who": months, and should When your values are Fundamentals. This is Each WM Targets his "Who" will be doing include Threats which something that may take Year to work towards clear, all your decisions "What?" And "By When" some time to figure out, you have some degree these goals. will the commitments be are easier. so do not rush this of control in countering. met? Be very specific, measurable and clear on what commitments each