

"Historically, strategic planning sessions only temporarily rejuvenate our teams. We expect more lasting business outcomes from our investment." "We are in a habit of being reactive to the market, and we've seen what happens to those credit unions. That can't be us." "Our workforce is changing. We need new approaches to recruit, develop, and retain the next generation of workers."



# STRATEGIC PLANNING FOR CREDIT UNION LEADERS



## Turn vision into action.

Credit unions thrive when the board, leadership, staff, and members all work toward a common vision.

Engage and challenge teams in a facilitated strategic planning session. An objective advisor with deep industry acumen can navigate challenging topics and identify common goals. Then together design a step-by-step action plan to drive business forward.

# INVIGORATE YOUR BOARD AND LEADERSHIP TEAM

- + Step away from the routine and focus on the future as a group.
- + Explore industry trend opportunities.
  Plan for pivotal decisions ahead.
- Involve perspectives across the organization to shed light on blind spots.

#### STRATEGIC PLANNING SESSION PROCESS



Define objectives and develop a session outline.



Discuss challenges and opportunities within the industry.



Participate in an interactive strategic session.



Identify decisions and design a step-by-step action plan.

### HOW DOES FARWELL HELP? | GAIN MOMENTUM

#### **RIGHT-FIT DISCOVERY™**

Our no cost, no obligation Right-Fit
Discovery™ sets up organizations for
more effective projects. We get up
to speed before providing solutions.

#### SIDE-BY-SIDE PLANNING

We work with you to create an optimal solution that will achieve success.

We Right-Fit our recommendations so that your goals are achievable and sustainable.

## ROLL-UP OUR SLEEVES EXECUTION

We deliver the right expertise at the right cadence, orchestrating successful outcomes. Using our planning as the guide, you can continually confirm we're creating value.

"48 percent of leaders spend less than one day per month discussing strategy. It's no wonder, then, that 48 percent of all organizations fail to meet at least half of their strategic targets." - Harvard Business Review 2020

Focus on these areas to meet strategic targets:



# CUSTOMIZE STRATEGIC SESSION GOALS

## LEADERSHIP & VISION ALIGNMENT

Identify a clear vision for the strategic planning session.

Decide on overall goals, define success, and determine participants. Coordinate with leadership to support objectives.

#### **INDUSTRY TREND ANALYSIS**

FarWell will assess and interpret industry data and trends so the session is meaningful and focused.

#### **CUSTOM AGENDA CREATION**

Create an agenda so time is spent working on urgent and important topics. Understand culture dynamics and navigate challenging topics with care.



## DIVE INTO SESSION TOPICS & ACTIVITIES

## STRATEGIC PLANNING SESSION

FarWell facilitators lead activities to meet leadership goals and needs.

#### Example session activities:

- + Current state documentation
- + Board governance planning
- + Goals and objectives review
- + Future state road-mapping
- + Culture improvement discovery
- + Prioritization training and tools

## LEARN, TRAIN & COLLABORATE

Participants walk away from the strategic planning session with a clear understanding of the credit union's vision. They can more easily recognize how to independently contribute.



## TURN VISION INTO AN ACTION PLAN

#### LEARNING SUMMARY

Revisit the vision, goals, and objectives of the strategic planning session. Document new insights gleaned, and any challenges that came to light.

#### PRIORITIZATION PLAN

Regroup with the leadership team and identify decisions that will drive near-term goals.

#### **EXECUTION ROADMAP**

FarWell and the leadership team outline a roadmap based on the prioritization plan.

This roadmap enables growth where the business hasn't defined a clear next action.

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Turn leadership vision into action with a sound strategy and a step-by-step execution roadmap.

