CHAPTER LEADERSHIP AND STRATEGIC PLANNING

“Leadership can be thought of as a capacity to define oneself to others in a way that clarifies and expands a vision of the future.” ~Edwin Friedman

STEPS TO DEVELOP CHAPTER GOALS

1. Assess the status of your organization
   - Determine Core Mission
   - Inventory current events, activities, and objectives
   - Evaluate these activities, events, and objectives against the core mission

2. Create your Strategic Plan
   - Decide who needs to be at the meeting to develop plan.
     - Consider who in your chapter is knowledgeable in the areas of focus and who’s opinion is most influential on other chapter members.
   - Imagine what the next level would look like
   - Set short and long term goals
   - Challenge your organization with a BHAG (Big Hairy Audacious Goal)

3. Develop a Timetable of Accomplishments
   - Set dates for the smaller goals and objectives
   - Establish the critical benchmarks for the BHAGs
   - Assign captains and crews for each goal

ENSURING GOAL COMPLETION THROUGH CHAPTER EVOLUTION

- Regularly meet to revise the plan and timetable
- Allow for evolution as circumstances, current events, new opportunities, and changes in the chapter talent pool warrant
- Insist on engaging in quarterly updates and assessments to maintain accountability
- Save written records of plans and accomplishments to transfer the plan to chapter leadership each year
- Ensure that your chapter has a formal transition retreat!

This information was provided during the First Leadership Lunch on September 19, 2008 courtesy of Associate Vice President and Dean of Students Allen Groves

Additional Leadership Resources
- Office of the Dean of Students—Fraternity & Sorority Life
- Student Activities Center
- National Headquarters
- Built to Last: Successful Habits of Visionary Companies ~by Jerry Porras & Jim Collins