

Simple Analogy to Understand Strategic Planning

Perhaps one of the easiest ways to explain strategic planning is by using a simple analogy. The following table depicts a comparison between strategic planning for an organization to vacation planning for a family.

Strategic Planning	~	Vacation Planning
Strategic planning	~	Arranging a trip we will take
Mission	~	Why we are traveling, for example, relax, gain renewal, strengthen the family, educational experiences, etc.
Values	~	Our priorities in how we carry out our trip, for example, have a good time, listen, talk, quiet places, opportunities to meet new people, etc.
Vision	~	Where we want to end up and what we will be doing at our ultimate destination
External analysis (what we cannot control)	~	Checking the weather, road conditions, etc.
Internal analysis (what we can control)	~	Checking our available vacation time, condition of our car, who drives, etc.
Goals	~	Major stops along the way
Strategies (small organizations often do not identify strategies)	~	Major routes we will take to the major stops
Action planning	~	Who will drive each route, check the map, make reservations, etc.
Budgeting	~	Identifying how much money we will need to spend
Implementation and adjusting of plans	~	We get in the car and start our vacation, some roads are under construction and we change routes, etc.