

**Explore Butte County Strategic Planning Session  
Thursday April, 12, 2018**

**Chapelle de L'Artiste – 3300 Inspiration Lane, Paradise  
9:30 a.m. – 5:30 p.m.**

<b>Purpose</b>	To bring Explore Butte County Board of Directors and Advisory Board together to set overall goals for the business and to develop a plan to achieve them over the next year.
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>• Agreement on current state, future state, and prioritized goals established.</li> <li>• A clear and straightforward strategic plan in draft form to guide EBC in the completion of their goals.</li> </ul>

<b>Leadership Welcome – Carolyn and Bruce</b>	<ul style="list-style-type: none"> <li>• Brief Overview of EBC</li> <li>• Explain EBC's relationship with Morrison &amp; Company to give context to BOD/new BOD members</li> <li>• Explain what you hope for as an outcome of the day and what you expect out of the Board.</li> </ul>		9:30 AM-10:00 AM
<b>Context Setting</b>	<ul style="list-style-type: none"> <li>• Morrison's Role in the Day</li> <li>• Purpose / Outcomes</li> <li>• Be Present, Interruptions, and Mutual Respect, Confidentiality</li> <li>• Agenda</li> </ul>		
<b>Strategic Planning 101</b>	<ul style="list-style-type: none"> <li>• What a strategic plan is</li> <li>• What it is not</li> <li>• Why they are important</li> <li>• Examples of what they should and should not look like</li> <li>• Living document</li> </ul> <p><b>PRIME: IN-ON</b></p>		
<b>Current State</b>	<ul style="list-style-type: none"> <li>• Present survey results (Toni)</li> <li>• <b>PRIME: Core Prime</b> (Toni)</li> <li>• Current State Exercise (Janae): Show Current State Statements – what else do we need? Anything to remove?</li> </ul>		10:00 AM - 10:45 AM
<b>BREAK</b>			10:45 AM - 11:00 AM
<b>Current State (Cont'd): SWOT Analysis</b>	SWOT Analysis		11:00 AM – 12:30 PM
	Consolidated Opportunities and Threats; Consolidated Strengths and Weaknesses		

<b>LUNCH</b>			12:30 PM – 1:15 PM
<b>Future State – Strategic Statements</b>	<ul style="list-style-type: none"> <li>• Review Opportunities and Survey Responses – Any upgrades?</li> <li>• Review Focused Opportunities, Threats</li> <li>• Where is there convergence between quadrants?</li> </ul>		1:15 PM - 2:30 PM
<b>BREAK</b>			2:30 PM - 2:45 PM
<b>Future State – Strategic Statements Continued</b>	<ul style="list-style-type: none"> <li>• Define Strategic Statements (Broad Reaching)</li> <li>• Begin framework for Strategy Blueprint and SMART Objectives.</li> </ul>		2:45 PM - 4:30 PM
<b>Case for Change</b>			
<b>Making it Personal</b>			
<b>RECEPTION</b>			4:30 PM - 5:30 PM