



STRATEGIC PLANNING ANALYSIS (SPA 2)

Breakout Session 2 – Group Directions

- 1. Individually identify club's greatest asset (What is best about you club) and greatest liability (What is your club's greatest challenge)**
- 2. Share your assets and liabilities with group members.**
- 3. As a group choose one issue identified by members**
- 4. Categorize issue as financial; membership; service; publicity; foundation.**
- 5. Describe where you are with that issue right now**
- 6. Determine where you would like to be in one year; three years**
- 7. Using the Strategic Planning Worksheet (SPA-3) make an action plan that lays out how you will get there.**

Take 15 minutes to work through the process.