**POP QUIZ! The 7 Reasons Why Strategic Plans Fail**

1 – Not our problem

2 – Might be our problem

3 – This is a minor problem

4 – Yikes! This is a major problem but fixable

5 – We need a written plan to address this

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| **No.** | **The 7 Reasons Why Strategic Plans Fail** | **Insert Problem****Level** |
| **1** | **EVENT THINKING:** Strategic planning is viewed as an event or a task, instead of a transformational ongoing year-round process. |  |
| **2** | **TOP-DOWN EGO:** Strategic planning is created top-down and characterized by ego and arrogance, instead of humility and listening. |  |
| **3** | **INTERRUPTION:** Strategic planning is seen as an “add-on” interruption to my “real work,” instead of becoming absolutely core to my role. |  |
| **4** | **EXTRA EXPENSE:** Strategic planning is viewed as an extra expense—with no budget line item—instead of an annual critical investment. |  |
| **5** | **BINDER SYNDROME:** Strategic planning conjures up complex and time- consuming exercises and 3-ring binders, instead of being the servant to a simple and elegant plan that is grounded in the alignment between the mission, vision, values, BHAG, and S.M.A.R.T. goals. |  |
| **6** | **SACRED COWS:** Strategic planning “economizes” by involving fewer and “safer” stakeholders who honor tradition, dead horses and sacred cows, versus out-of-the-box dangerous ideas! |  |
| **7** | **PSEUDO PRAYER:** Strategic planning gives a wink and a prayer to holy input, versus an extraordinary process of assembling spiritually discerning people together to hear from God—who then joyfully follow His plan. |  |
| **Bonus Reason!** |
| **8** | **VERBAL FUZZ:** Strategic planning festers in a “verbal draft” purgatory, rather than becoming a disciplined process that is both written and actually implemented! |  |
| **Other Reasons** |
| **9** |  |  |
| **10** |  |  |