



# Sub-Committees for Key Themes

## *Approach and Framework*

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# Agenda

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- Sub-Committees and Leads
- Suggested Approach
- Tools
- Next Steps

# Sub-Committees and Leads

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#	Sub-Committee	Members
1	<b>Membership Growth &amp; Engagement</b>	<ul style="list-style-type: none"><li>• Fred Brandt, Lead</li><li>• Hoshi Daruwalla</li></ul>
2	<b>Business &amp; Networking Opportunities</b>	<ul style="list-style-type: none"><li>• Hoshi Daruwalla, Lead</li></ul>
3	<b>Project Selection &amp; Funding Allocation</b>	<ul style="list-style-type: none"><li>• Ron Barden, Lead</li></ul>
4	<b>Financial Management</b>	<ul style="list-style-type: none"><li>• Carter Stout, Lead</li></ul>
5	<b>Communication &amp; Transparency</b>	<ul style="list-style-type: none"><li>• Mark Galvin, Co-Lead</li><li>• Bob O'Brien, Co-Lead</li></ul>

# Approach

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- Step 1: Clarify the problem you're trying to solve. Capture the Current State. See SWOT analysis slide.
- Step 2: Create Future State of your vision of what success looks like. See Vision slide.
- Step 3: Build the Roadmap. See Goals and Framework slide.



# SWOT Analysis

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**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

Term	Description
<b>Strengths</b> (internal)	What does RCD do better than the competition.
<b>Weaknesses</b> (internal)	What does RCD need to improve upon?
<b>Opportunities</b> (external)	What external factors (market trends, technology, acquisitions, etc.) can RCD capitalize on or use to its advantage?
<b>Threats</b> (external)	What external factors (competitors, regulatory, etc.) could jeopardize RCD's success?

# Vision

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- What future success looks like.
- Vision should be grand in scope.
- A vision is a picture of where you want to be. If you can see it, you can be it.

**Timeless.**

# Big Hairy Audacious Goals

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# BHAG

- BHAGs outline the key steps toward the vision and the expected timing.
- BHAGs should be SMART.
- Outcomes-based.

Our goal is to [achieve / increase / decrease]  
\_\_\_\_\_ by end of \_\_\_\_\_. We'll measure  
progress through \_\_\_\_\_ (KPI).

- **S** – Specific
- **M** – Measureable
- **A** – Achievable
- **R** – Relevant
- **T** – Time bound

# Strategic Planning Framework

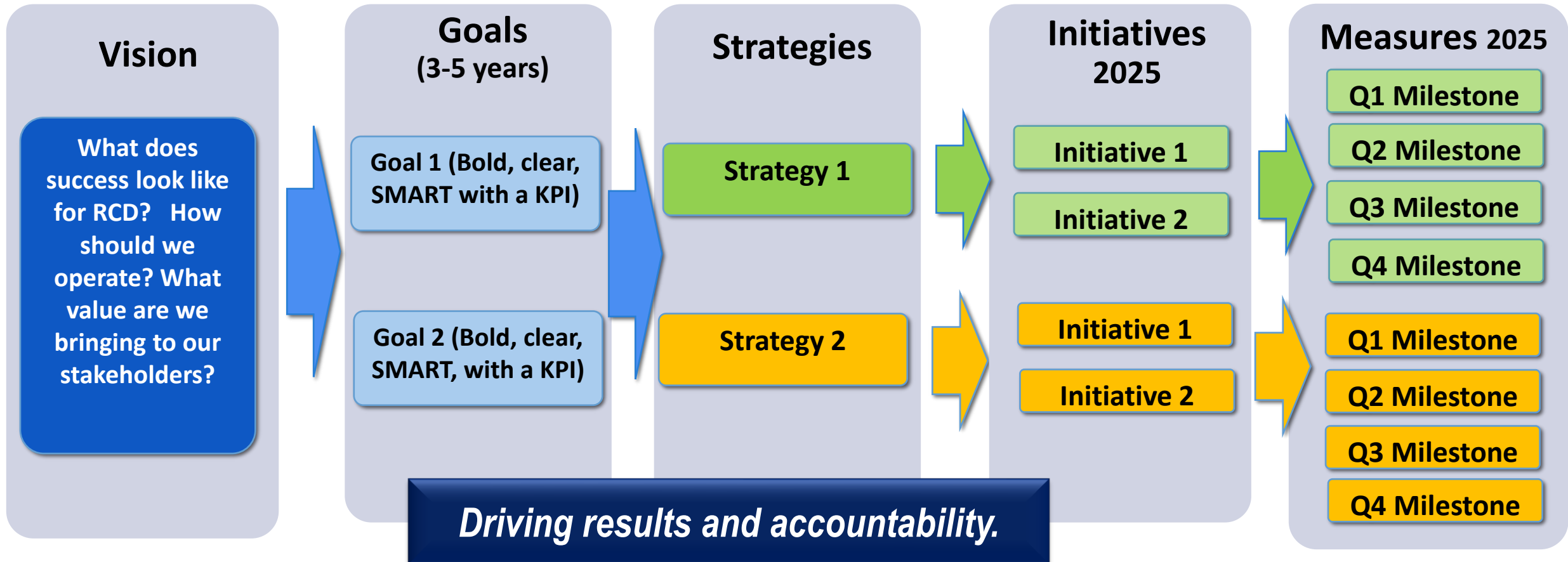
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- A strategic drill-down framework that a) links the vision / goals with strategies; b) aligns the initiatives with strategies; and c) measures success of the initiatives using KPIs.

Term	Description
Vision	What does success look like for RCD? How should we operate? What value should we be bringing to our stakeholders?
Goals	Steps toward the vision. How we'll measure progress (KPIs). Goals should be SMART (Specific, Measurable, Achievable, Realistic and Time-Bound). Outcomes-based (3-5 Years).
Strategies	How we will achieve the goals. How are we going to win.
Initiatives	High priority projects to execute strategies and achieve the measures (1-2 Years).
Measures	Numbers and milestones quantifying progress toward the initiatives (1 Year).



# Strategic Planning Framework



# Next Steps

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#	Action	Owners	Due Date
1	Sub-Committees share draft of plans with Board.	Sub-Committee Leads	March 15, 2025
2			
3			