STEPS TO STRATEGIC PLANNING
EVERYTHING STARTS WITH VISION

WHAT DO YOU SEE?

WHAT DO YOU WANT?
WHO ARE YOU TRYING TO REACH?
WHO ARE YOUR CUSTOMERS?
WHAT ARE THE NEEDS?

IN THE COMMUNITY

AMONG YOUR CUSTOMERS

WHAT ARE YOUR NEEDS?
WHAT MUST YOU DO 1\textsuperscript{st}, 2\textsuperscript{nd}, 3\textsuperscript{rd}, etc?

WHAT ARE THE PRIORITIES?

WHAT MUST BE DONE BEFORE THE NEXT CAN BE DONE?
WHAT FINANCES DO YOU NEED?
WHERE WILL THE FINANCES COME FROM?
WHO DO YOU NEED TO HELP?

WHAT ARE YOUR STRENGTHS?

WHAT ARE YOUR WEAKNESSES?
HOW WILL YOU ADVERTISE?
CHARLES MCCAUL

Resources for Personal Growth, Church and Business

- Mentoring Growing Leaders
- Cambodian Leadership Institute
- New Life Fellowship of Churches Cambodia
- Cambodian Church Planting Center