



Cape Cod Chamber of Commerce Strategic Planning Discussion
June 1, 2016
7:30 AM to 11:00 AM
Sandy Neck Conference Room

1. Post current vision, mission and values statements on the wall to remind everyone of framework while we:
2. Review the WINS – the achievements, the progress made to date.
3. Discuss the following, listing responses on a flip chart for each:
 - A. Internal limitations (relating to the Chamber as an organization)
 - B. Internal strengths
 - C. External threats (relating to what is going on in the world that could impact the Cape, our members or the Chamber)
 - D. External opportunities
4. Organize these results into our pillars:
 - A. Destination Marketing
 - B. Membership Services
 - C. Economic Development
 - D. Public Policy
 - E. Cross Cutting Issues (all pillars should consider)
5. Prioritize these ideas. (Some will drop to bottom of the list, but we will retain the ideas in a written report.)

End here and delegate the rest of the work to each pillar which will:

6. Discuss further ideas specifically around the top priorities.
7. Identify S.M.A.R.T. goals (see below)
8. Suggest timelines to achieve ideas.
9. Suggest resources needed to achieve ideas.
10. Report back to the full board for final approval – ideally, by September 2016 board meeting.

S – specific
M – measureable
A – attainable
R – relevant
T – time-bound