IEEE-SA Strategic Planning Update

802 Plenary
Denver, Colorado
14 July 2008

Karen Kenney
Associate Managing Director
A Process for Planning and Thinking Strategically

30 Years - 20 Years - 10 Years - 5 Years - 3 Years - 1 Year

*Envisioned Future
- Core Ideology
  - Core Purpose
  - Core Values
- Big Audacious Goal
- Vivid Description

*Relevant Environment
- Assumptions About The Future
- Mega Issues
- Value Discipline

Strategic Planning
- Goals
- Objectives
- Strategies
- Strategic Principles
- Organizational Strategy

Operational Planning
- Annual Strategic Plan Review
  - Priority Setting
  - Program Planning
  - Annual Operational and Budgeting Cycle

Strategy Development Using Knowledge-Based Dialogue and Decision-Making

*Adapted from Built to Last, Collins and Porras, 1994
IEEE-SA Strategic Planning Activities
IEEE-SA Core Purpose

To enable and promote the collaborative application of technical knowledge to advance economic and social well-being.
IEEE-SA Core Values

- Respect for consensus
- Due process
- Openness
- Global market relevance
- Technical integrity and excellence
- Collaboration and community building
- Innovation
IEEE-SA Big Audacious Goal

Be recognized as a preferred global provider of high-quality, market-relevant, technology standards and services that provide universal adoption.
3-5 Year Planning Horizon
Outcome-Oriented Goals

- #1 – [Effective] Organizational Business Model
- #2 – Nurture Strategic Technologies
- #3 – Process Efficiency
- #4 – Education
- #5 – Global Participation and Perception
The IEEE-SA Strategic Plan Document

- Process began mid 2007
- Approved at June 2008 BoG Meeting
- Next Steps
  - Develop metrics and set priorities
  - Continually assess current program viability
  - Develop communications plan
Thank you

Questions