

# DEVELOPING STRATEGY FOR YOUR SCHOOL



7 STEPS TO MAKE IT  
AND KEEP IT FRESH



## 1) UNDERSTAND CONTEXT

Assess your strategic context, including operations and the competitive environment.

## 2) COLLECT INFORMATION

Gather information and do research, including stakeholder needs and wants, demographic and economic trends, and competitor actions.



## 3) IDENTIFY SALIENT CHALLENGES & OPPORTUNITIES

Extract what is most useful and important. Discard the less relevant information.

## 4) IDEATE HOW THE SCHOOL MIGHT RESPOND

Bring together a group to brainstorm responses to the challenges and opportunities.



## 5) NARROW THE LIST AND CREATE A DRAFT

Focus on the strategies that are most mission-congruent and likely to lead to future success.

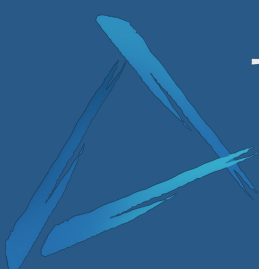
## 6) ADOPTION BY THE BOARD AND ROLL-OUT TO COMMUNITY

Go public in a big, omnichannel way!



## 7) PLAN FOR IMPLEMENTATION AND ITERATION

Implementation workshop for administrators and add periodic strategic reviews to the board calendar.



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