



Staff Planning Conference

January 24-26, 2018

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BOY SCOUTS OF AMERICA



Objectives for the Conference

1. Understand the council's strategic priorities and "wildly important goals" (WIGs) for 2018.
2. Teams formalize sub-WIGs in alignment with the council WIGs and develop lead measures.
3. Develop final draft of 2018 goals.
4. Develop timelines and benchmarks for critical campaigns and events. Identify staff advisors and lead volunteers.
5. Meet and network with fellow professionals.

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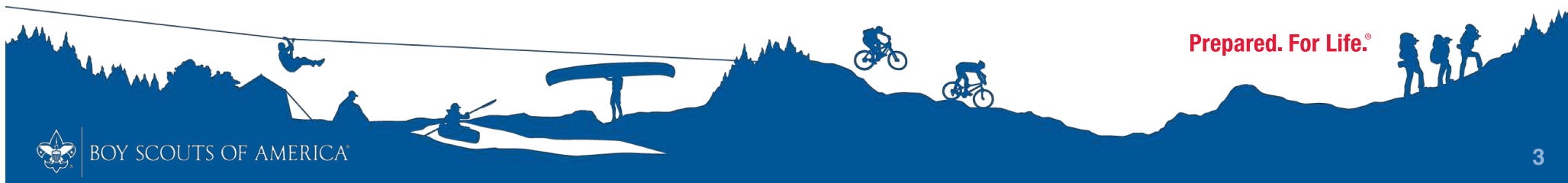


FOCUS

Vision →

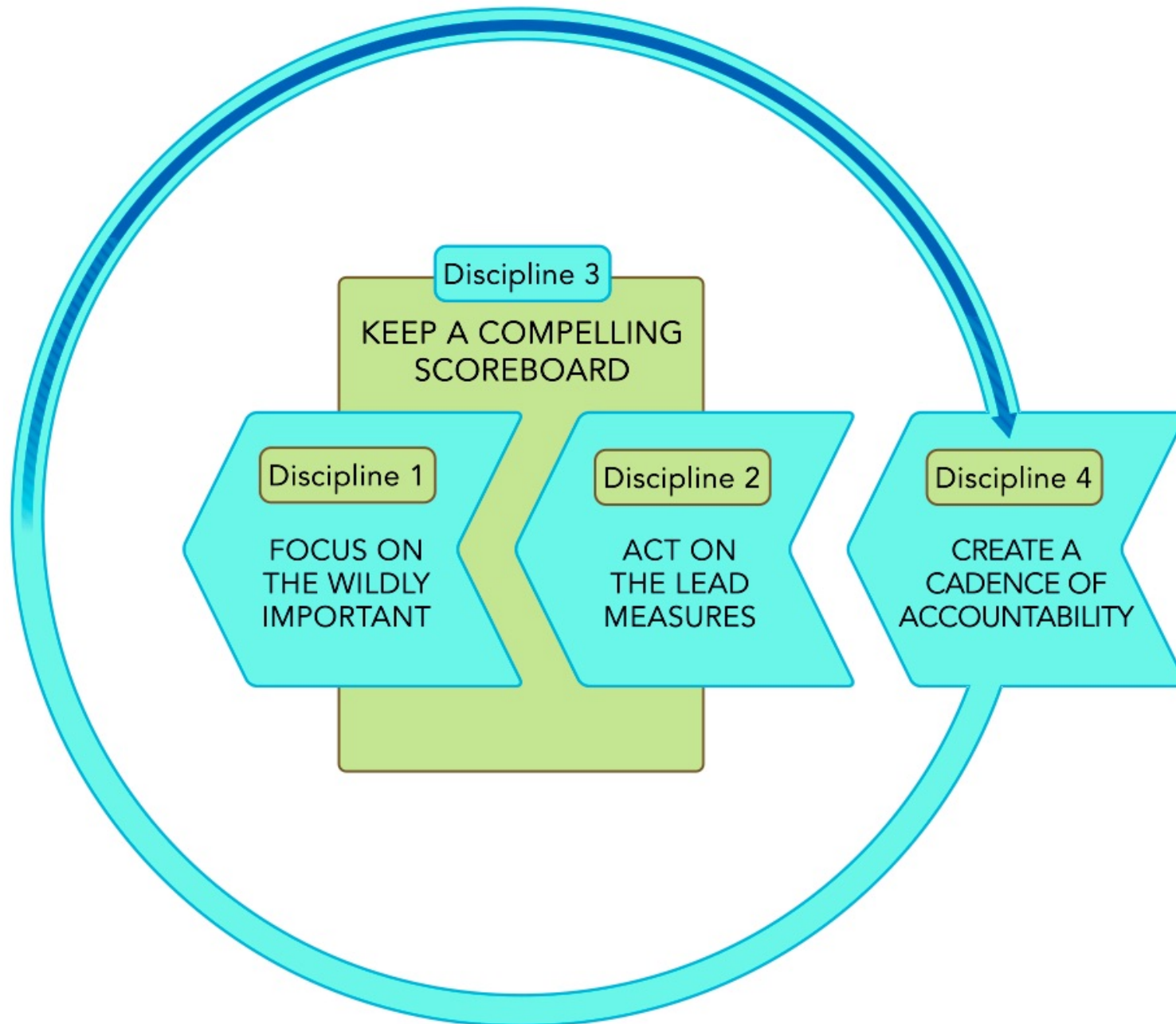
Goal Development →

Implementation Plan



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THE 4 DISCIPLINES OF EXECUTION





Cradle of Liberty Council 2018 Wildly Important Goals (WIGs)

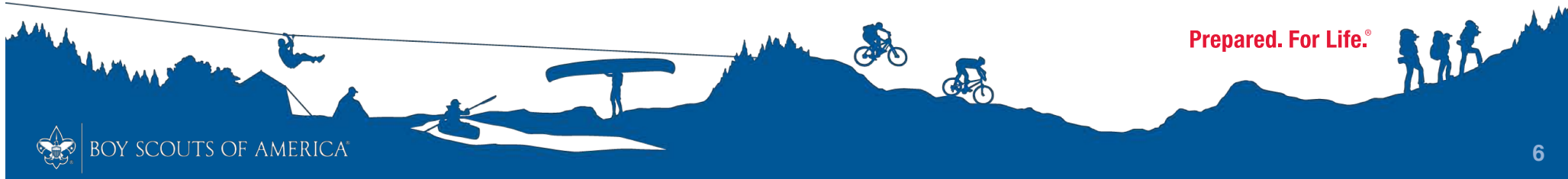
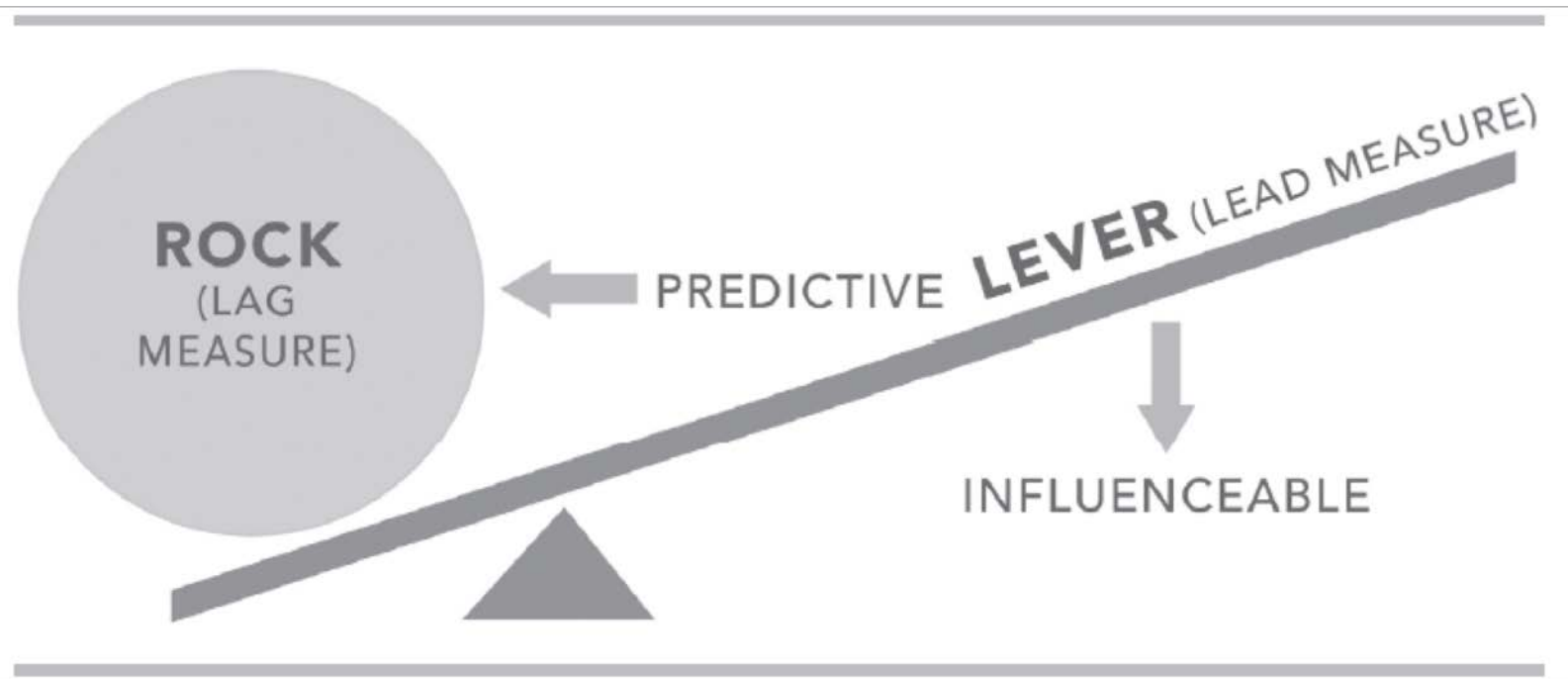
- 1. Grow revenue generation from \$6.4M to \$6.7M by December 31, 2018.***
- 2. Grow volunteer membership from 4,100 to 4,500 by December 31, 2018.***

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Lead Measures





Lead Measure Considerations

- **What could we do that we've never done before that might make all the difference to the WIG?**
- **What strengths of the team can we use as leverage on the WIG? What do our best performers do differently?**
- **What weaknesses might keep us from achieving the WIG? What should we do more consistently?**

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Developing Lead Measures

1. Consider the Possibilities

2. Rank by Impact

3. Test Top Ideas

- Is it predictive?
- Is it influenceable?
- Is it an ongoing process or “one and one?”
- Is it a leader’s game or a team game?
- Can it be measured?
- Is it worth measuring?

4. Define the Lead Measures

- Does it start with a simple verb?
- Is every measure quantified—including quality measures?

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