

# **FiredUP Consulting Group**

## **Presents:**

**Dr. Kevin Daniel, Founder & President**

**@KDFiredUP #KDFiredUP**

October 21, 2021 MARE Conference

**The Need for a Simple & Action-Oriented Strategic Plan / CSIP**

***TWITTER - TWEET YOUR LEARNING OUT TODAY***



**#KDFIREDUP**

**@kdfiredup**

# Who is Kevin Daniel (KD)

- Father, Brother, Friend, Educator, Servant, Failure, Learner
- *Grew up in poverty in NW, Mo (Pattonsburg)*
- **RETIRED after 31** years serving students and staff
- *Teacher, Coach, Principal, Director, Executive Director, Assistant Superintendent, Associate Superintendent*
- *Worked in four districts over 31 years*
  - 1990-1995 Pattonsburg R-II 250 students K-12
  - 1995-2002 Lathrop R-II 950 students K-12
  - 2002-2014 Raymore-Peculiar 4,000 - 6,000 students
  - 2014-2021 Lee's Summit 18,000 students

# MSIP 6 is Coming - SIX Domains

- Leadership (L)
- Effective Teaching and Learning (TL)
- Collaborative Climate and Culture (CC)
- Data-Based Decision Making (DB)
- Alignment of Standards, Curriculum and Assessment (AS)
- Equity and Access (EA)
- [DESE MSIP 6 Link](#)

# Costs of NOT having a strategic plan / strategic thinking

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**What are the costs?**



# Those who do not engage in strategic planning

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**Are destined to become strangely loyal to shiny new objects, low hanging fruit and random acts of initiatives and programs that do not connect to each other**



# The 5Ps

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- Proper
- Preparation
- Prevents
- Poor
- Performance



# Those who do not engage in strategic planning...

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## Should prepare for:

- *Being in a constant state of reacting to things, firefighting and managing vs. leading*
- *Spending money \$\$\$\$ you may not have*
- *More involvement from the BoE than what may be desirable or effective*





# The 5Ps

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- Proper
- Preparation
- Prevents
- Poor
- Performance



## Random

*Meaning: haphazard, promiscuous, indiscriminate, stray*

- haphazard
- promiscuous
- indiscriminate
- stray
- wild
- incidental
- chance
- accidental

# Learning Goals / Learning Targets for Today's Session

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- **WHY** engage in strategic planning
- **WHAT** steps to take when strategic planning
- **HOW** do you engage stakeholders in the strategic planning process
- **Using your strategic plan**
- **Monitoring your strategic plan**
- **Adjusting on an annual basis**

Strategic planning will help you fully uncover your available options, set priorities for them, and define the methods to achieve them.

Robert J. McKain

# INSANITY is...



**Doing what we've always  
done...**

# INSANITY is...



**viewing strategic planning as  
~~an event~~ vs. a process**

# INSANITY is...



***building a CSIP in isolation vs.  
collaboration in this day and age...***

# Question #1

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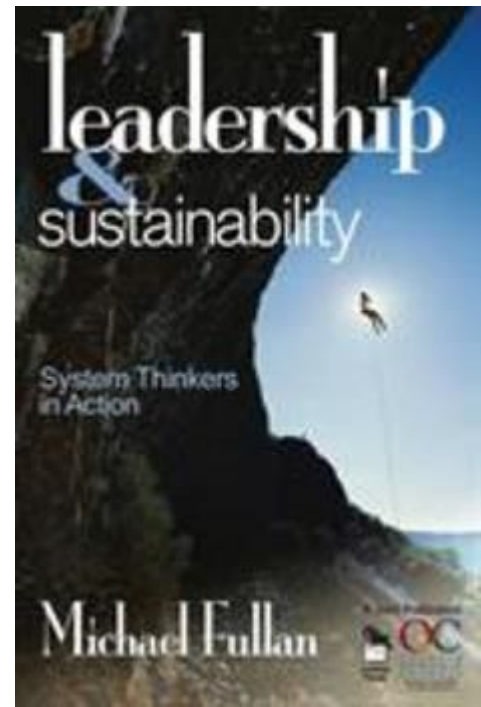
**What are the two-three skills leaders need to possess to be effective in strategic planning?**

The **system** vs. the *individual* paradox

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*Far too often things go  
as the individual goes vs.  
how the system is built.*

**KEEP IT SIMPLE**



# Pre-CSIP Work Tasks / Supt., Executive Leadership

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## Process – Process – Process

- What are you wanting to accomplish
  - End Product for sure
  - Process is a BOHD
- Once Decided / Best Practice
  - Communicate intentions
  - Build a CSIP team
  - CSIP Team makeup is a BOHD
  - Communicate intentions





Just to be real....

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**This is a full-day workshop / work session...**



# Work-flow for CSIP

## Progression of the Work - Phase I

### SWOT

#### Review Current CSIP

#### Review relevant data and information

# SWOT Analysis

**S** = Strengths

**W** = Weaknesses

**O** = Opportunities

**T** = Threats



# Use Information / Resources

Avoid the **D.R.I.P.** syndrome



*Current Plans*



**MSIP Six Standards**



**Data and Information**

# Work-flow for CSIP

## Progression of the Work - Phase II

**Beliefs / Core Values**

**Mission / Our Why**

**Vision / What We Hope to Become**



# Developing a meaningful Mission

**WHY** we Exist  
our **WHY**

"The essence of strategy is choosing what not to do."

– Prof. Michael Porter

# Developing a compelling Vision

**What We Hope to Become in  
the next 5 years!**

***In 12-15 words or less***





# Work-flow for CSIP

## Progression of the Work - Phase III

**ID TOP Priorities**

**Develop SMART Goals for EACH Priority**

**Align Action Steps to SMART Goals**

**This Is the Meat/Potatoes of the CSIP**

# When Identifying Priorities



**VS.**



# Current Challenges



Some things are *difficult* to measure.

We are *not very good yet* at creating really good measures to determine if we are successful.

We **often confuse** *action steps and to do lists with measurable goals.*

# The Solutions



**Understanding the difference (*although subtle at times*) between action steps and measurable goals.**

**Learning** how to draft / write SMART Goals

**Writing SMART Goals and Monitoring Them with Data Usage**

"Failure is an opportunity to grow"

## GROWTH MINDSET

"I can learn to do anything I want"

"Challenges help me to grow"

"My effort and attitude determine my abilities"

"Feedback is constructive"

"I am inspired by the success of others"

"I like to try new things"

"Failure is the limit of my abilities"

## FIXED MINDSET

"I'm either good at it or I'm not"

"My abilities are unchanging"

"I don't like to be challenged"

"I can either do it, or I can't"

"My potential is predetermined"

"When I'm frustrated, I give up"

"Feedback and criticism are personal"

"I stick to what I know"

# SMART GOALS are:

- **S**PECIFIC
- **M**EASURABLE
- **A**TTAINABLE & **A**CTIONABLE
- **R**ESULTS-FOCUSED & **R**ELEVANT
- **T**IME-BOUND



## GOAL SETTING

- S** Specific
- M** Measurable
- A** Achievable
- R** Realistic
- T** Timely



**\*\*SMART Goals are action oriented but NOT ACTION STEPS**

# SMART GOALS are:



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## GOAL SETTING

- S** Specific
- M** Measurable
- A** Achievable
- R** Realistic
- T** Timely



***If you can check it off as part of a to-do list, it may **not** be a SMART Goal***



# For Clarity



***If you can check it off as part of a to-do list, it may **not** be a SMART Goal***

**This is one of the most common errors in strategic planning.**

**#confusion**

# When Identifying Priorities - *METRICS*



**VS.**

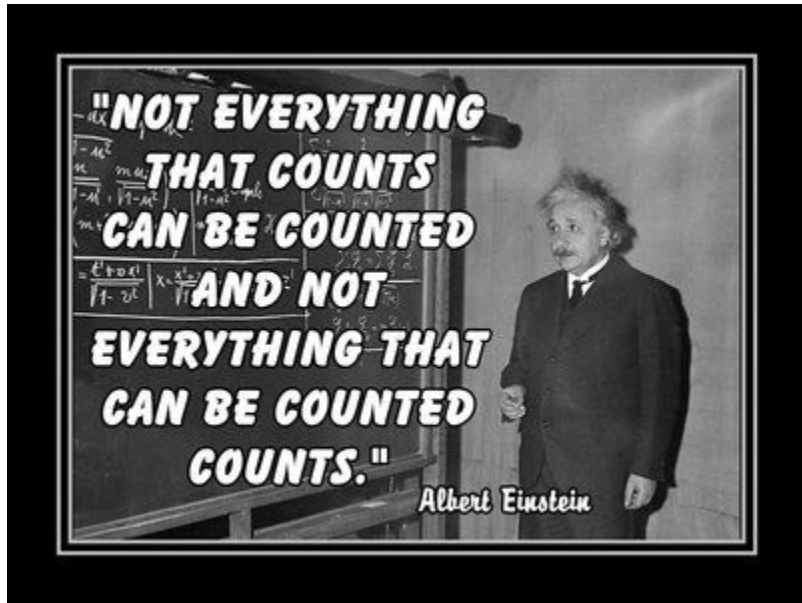


## Question #2

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Knowing there is a clear distinction between measurable goals (SMART Goals) vs. action steps. Why do you think most of us still struggle with writing measurable goals in the work of strategic planning?

# #Priorities



# Relationships

*“Nothing is more important to the ultimate success of an organization, team, family than the quality of relationships between members.*”



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# On-going questions for schools

- What should we **continue**?
- What should we **start** doing?
- What should we **stop** doing?

# Final Phase - Most Important

Final Phase is the **MOST CRITICAL** to the long-term success and sustainability of the plan.

Final Piece - **Phase IV**

SUCCESS



# The Final Product

It's One Thing to Create a CSIP/Strategic Plan; it's quite another to actually use it...

**KEEP IT SIMPLE**



# Other Considerations...

- Reporting on progress
- Annual spring review of plan #AGILE
- Program evaluation
- Division of labor for monitoring
- Creating champions for the work
- *Create a system vs. relying upon one leader who may or may not be there in 3-5 years.*

# Imagine if we mastered strategic planning



***AT THE END OF THE DAY...***

**KNOWING IS JUST NOT ENOUGH,**



**YOU MUST CONSISTENTLY DO**

## Question #3

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What's one thing you learned or heard today that came as a surprise?

**An ah ha?**

# From Good Intentions to Tangible and Specific Action Steps

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We are now at the good intentions phase of today's session.

**However, good intentions don't get things done.**

*Don't be the next victim of good intentions and look back in a month with regret. Create a goal/make a plan.*



# What are your intentions from today's session?

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# Kevin Daniel, Contact Information

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# FiredUP Consulting Group

**Dr. Kevin Daniel, Founder & President**

**@KDFiredUP #KDFiredUP**

September 14, 2021 MoASBO Webinar

**Creating and Using a Strategic Plan / CSIP**



***IF YOU LIKED TODAY'S MESSAGE....***

**SHOUT  
IT  
OUT**

