

WSBC 2017 WORKSHOP

Strategic Planning: Keeping OA Strong Worldwide

Vision (what we do): Tradition Five states: “Each group has but one primary purpose – to carry its message to the compulsive overeater who still suffers.”

Mission (How we do it): The Twelve Steps.

Values: The Twelve Traditions.

SWOT Analysis: Strength, Weakness, Opportunity, Threat

Internal Analysis: What are our strengths and weaknesses?

External Analysis: What are our opportunities and threats?

Goals: What do we want to accomplish over the next year? (pick appropriate time frame)

These goals should be based on utilizing your strengths to take advantage of opportunities in your geographical area. PI? PO? Young Person’s? Health Fairs?

Urban area with strong recovery may have opportunity for PO events.

A member may have strong affiliation with local college for YP events.

Prioritize the goals. Which do your service body realistically have the time, talent and budget to undertake during this time period? Goals not realistic for now, may become realistic next time. Save them for future strategic planning sessions.

Tasks: What specific items need to be done to reach your goal? Who will do what?

Review: Sometimes as you work towards your goal, a major roadblock appears. Set time during each sb meeting to review the status. Is each person who has agreed to take on a task working on target? Are the anticipated expenses of the goal more/less than expected? Be flexible and adjust as necessary!