

# California Health Equity Strategy

Strategic Planning Meeting  
January 6-7, 2014

# Introduction to Strategic Effectiveness



# Definition of Strategic Effectiveness

Strategic effectiveness is an organization's ability  
to set the right goals and  
consistently achieve them



# Principles of Strategic Effectiveness

- Quickly formulate a “good enough” plan
- Move immediately to implementation
- Review progress regularly
- Make real-time adjustments
- Focus on results, not activities



# Overview of Strategic Effectiveness



# Overview of Strategy Formulation

- Assess the Current Situation: “Where are we now?”
- Set Future Direction: “Where do we want to go?”
- Create the Map: “How do we get from here to there?”



# Overview of Strategy Formulation

## CURRENT

- Strengths
- Areas Of Improvement
- Critical Issues

## MAP

- Strategic Priorities
- Key Objectives

## FUTURE

- Mission
- Vision
- Central Challenge

# Outcomes of Strategy Formulation

- A clear direction for the organization
- Strong agreement on that direction
- Enthusiasm and commitment
- A clear path toward implementation of the strategy



# Assignment: Current Situation

- List responses to the three questions on easel pages
  - Strengths to build on
  - Key health disparities to address
  - Critical issues CA will face in developing and implementing its health equity strategy
- Appoint a spokesperson to make your report

# Key Elements of Future Direction

- Mission: Why we exist
- Core Values/Guiding Principles: How we do things, our norms for behavior, our cultural DNA
- Strategy: What few priorities we focus on
- Tactics: How we carry out the priorities

# Key Elements of Future Direction





**Central Challenge**



**Strategic  
Priority A**



**Strategic  
Priority B**



**Strategic  
Priority C**



**Strategic  
Priority D**

# Assignment: Developing Objectives

- Think in a timeframe of three years
- Keep a “big picture,” strategic orientation
- Identify three to five strategic objectives to support your assigned priority
- Focus on the few most important things we need to do to achieve the strategic priority
- Record on easel pages/Appoint a spokesperson