



# Langley Lodge 184 One Page Strategic Plan



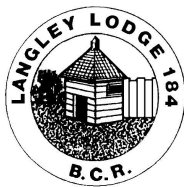
It is my hope these three pages will define how this One Page Strategic Plan comes together. It is based on the Keep It Simple approach and meant to be a one page reference and guide to help focus the WM and Lodge. I look forward to your feedback and input. If received positively I will send out to all Past Masters to define the Core Values, Purpose, Targets and SWOT analysis officially as Langley 184. Thank you for your time and consideration. Sincerely & Fraternally W.Bro. Myles Makortoff.

The First three columns are defined by the PM's using first a Mail Out Questionnaire that is returned and then a Board of Past Masters to summarize the final results to a this one page plan. The 5 year Targets are reviewed periodically and changed as needed to reflect any change in direction that might be required.

These Two columns are defined by the WM of the Year. They become part of the WM year plan and are aligned with the 5 year targets ensuring consistency

The SWOT – Strengths, Weaknesses, Opportunities, Threats are reviewed each year during the Board of PM's with the SW ensuring they are relevant.

Core Values / Beliefs These are forever	Purpose (Why) 10-30 years	Targets (Where) 5 year	Goals (What) 1 year	Actions (How) Quarter	SWOT Analysis Current Environment
<p>The "Should's" and "Shouldn't's" that guide your Lodge Decisions, Attitudes, Behaviors and Performance.</p> <p>Should be 5-10 Commandments upon which the Vision for the future of the Lodge is built. It will be the basis for Selection, Performance Review Evaluations, Promotion, and Retention going forward.</p> <p>Also defines the road map for each WM to keep things consistent.</p> <p>Answer these: * How do we conduct our Lodge Activities? * What makes up our unique Lodge culture?</p> <p>When your values are clear, all your decisions are easier.</p>	<p><b>Why are we Here</b> Ask the questions: "Why are we doing what we are doing?" "What is the reason this Lodge exists?" "What is our Passion for this Lodge?" "What's the Lodge's Higher Reason?"</p> <p><b>Our Promise</b> To identify your Lodge Brand Promise, ask yourself these Questions: 1) "What specific Need can we best satisfy for our members – Better than any other Lodge can?" 2) "What is our absolute Value-Added Proposition or Market Differentiator?"</p> <p><b>Our BHAG</b> From Jim Collins – Your "Big, Hairy, Audacious Goal." Should be: 10-25 Years out; it make your Lodge Lofty and Legendary; Challenges you to Greatness; and must drive your Lodge Fundamentals. This is something that may take some time to figure out, so do not rush this process.</p>	<p><b>Year 12/31/2015</b> Where do you want your Lodge to be 3-5 Years from now, in terms of Revenues, Profitability, Value, Membership or OTHER at a calendar point that you select?</p> <p><b>3-5 Year Priorities</b> What 5 specific Moves or Actions must your Lodge take, or what Talents must your Lodge apply, in measurable terms, prioritized and stated as "Top 5 and First of 5" Goals to be met or exceeded within the Lodges 3-5 Year Target?</p> <p>Defined by PM's, reviewed each year at PM's meeting &amp; used for evaluation.</p> <p>Each WM Targets his Year to work towards these goals.</p>	<p><b>Year 12/31/2010</b> WM's Goals for the Lodge 1 Year from now, in terms of Revenues, Profitability, Value, Membership, or OTHER ensuring substantial progress towards the 3-5 Year Targets defined by the PM's.</p> <p><b>WM Annual Priorities</b> 5 specific Moves or Actions defined by the WM for his year that he and his officers must apply, in measurable terms, to meet or exceed Goals for the year.</p> <p>These priorities align with each priority defined by the PM's in the 3-5 Year Actions.</p> <p>These stay consistent or are re-defined by each WM as he develops his year.</p>	<p><b>Q-1 4/31/2010</b> WM's Goals for the Lodge, in terms of Revenues, Profitability, Value, Membership, or OTHER - generally at the next Quarter-end calendar point that you select – so you can make substantial, incremental progress towards your Annual Goals and your 3-5 Year Targets.</p> <p><b>Goals / Rocks</b> Your Rocks are your Lodges quarterly Action Items that are of the highest priority. There should be no more than 5 for the Lodge and no more than 3 for an individual. Rocks are the action items that will be most responsible for achieving your quarterly and annual goals. For each rock, an individual or a team is designated to "drive it home." To advance the Plan, with YOU being the "Who": "Who" will be doing "What?" And "By When" will the commitments be met? Be very specific, measurable and clear on what commitments each person is making to advance the Plan. This must be in writing.</p>	<p><b>Strengths</b> What are the Top 5 Strengths of your Lodge</p> <p><b>Weaknesses</b> What are the Top 5 Weaknesses of your Lodge</p> <p><b>Opportunities</b> What are the Top 5 most promising and potentially lucrative Opportunities your Lodge can actively and aggressively pursue? over the next 3-24 months</p> <p><b>Threats</b> What are the Top 5 most dangerous and potentially devastating Threats or Brutal Facts facing your Lodge? The timeframe should be immediate to 24 months, and should include Threats which you have some degree of control in countering.</p>



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## INSTRUCTIONS OF EACH COLUMN TO BUILD THE ONE PAGE PLAN

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<b>Always Have Fun</b>  <b>Always Perform Excellent Ritual</b>  <b>Always Put Our Visitors 1st &amp; Never Let Them Sit Alone</b>  <b>Empower Our Officers and Lodge Members</b>  <b>Always Have a Quality and Welcoming Social 1/2 Hour</b>  <b>Meetings Are Enjoyable, Meaningful and Well Attended</b>  <b>Social Events Are Always Talked About Positively &amp; Well Attended.</b>  <b>Initiate Selectively, Mentor Consistently and Retain Effectively</b>	<b>Why are we Here</b>  Different, Fun, Memorable, a Welcoming Place to Go To	<table><tr><th>Year</th><th>12/31/2015</th></tr><tr><td>Receivables</td><td>\$25,000</td></tr><tr><td>Payables</td><td>\$23,000</td></tr><tr><td>Surplus</td><td>\$10,000</td></tr><tr><td>Members</td><td>80</td></tr><tr><td>Attendance</td><td>35</td></tr><tr><td></td><td></td></tr></table>	Year	12/31/2015	Receivables	\$25,000	Payables	\$23,000	Surplus	\$10,000	Members	80	Attendance	35			<table><tr><th>Year</th><th>12/31/2010</th></tr><tr><td>Receivables</td><td>\$18,000</td></tr><tr><td>Payables</td><td>\$16,000</td></tr><tr><td>Surplus</td><td>\$2,000</td></tr><tr><td>Members</td><td>64</td></tr><tr><td>Attendance</td><td>20</td></tr><tr><td></td><td></td></tr></table>	Year	12/31/2010	Receivables	\$18,000	Payables	\$16,000	Surplus	\$2,000	Members	64	Attendance	20			<table><tr><th>Q-1</th><th>4/31/2010</th></tr><tr><td>Receivables</td><td>\$18,000</td></tr><tr><td>Payables</td><td>\$5,500</td></tr><tr><td>Surplus</td><td>\$2,000</td></tr><tr><td>Members</td><td>62</td></tr><tr><td>Attendance</td><td>20</td></tr><tr><td></td><td></td></tr></table>	Q-1	4/31/2010	Receivables	\$18,000	Payables	\$5,500	Surplus	\$2,000	Members	62	Attendance	20			<b>Strengths</b> <table><tr><td>1</td><td>Our social bond</td></tr><tr><td>2</td><td>PM's support future officers</td></tr><tr><td>3</td><td></td></tr><tr><td>4</td><td></td></tr><tr><td>5</td><td></td></tr></table>	1	Our social bond	2	PM's support future officers	3		4		5															
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