**Five Key Principles of an**

**Effective Strategic Plan**

1. Form a “good enough” plan.  Studies show more planning to get it perfect doesn’t lead to a better plan.  Get 85-90% agreement and call it “good enough.”
2. Highly effective organizations move immediately to implementation. The planning phase should only last a few hours for a small organization and no more than 1.5 days for a large organization.
3. Review progress regularly.
4. Make real time adjustments when things do or do not work.
5. Highly effective organizations focus on results, not activities.

Points 1 and 2 are especially interesting! Submitted by Nancy J. Larson, Director, Pollution Prevention Institute