Introduction

A quick look at Terracon as an organization

The value of the strategic planning process

How to develop a meaningful vision statement

Build loyalty and alignment through the continuous process of articulating the strategy
150 Offices
4,300 Employee-Owners
What is GIS?
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Parable of the elephant and the blind men [https://en.wikipedia.org/wiki/Blind_men_and_an_elephant](https://en.wikipedia.org/wiki/Blind_men_and_an_elephant)
What is GIS?

Spatial Data
Strategic Planning

• Where is your geospatial program going?

• How you are going to get there?

• How will you know if you are successful?

Strategic planning is a process, not an event. Work to develop a living document, and adapt the strategic plan to account for feedback from the organization.
Vision Statement

A good vision statement:
• identifies direction and purpose of the program,
• builds loyalty through involvement,
• sets standards that are in alignment with the vision of your organization,
• is persuasive and credible, and
• envisions the future of your organization with a successful program.

"A good strategy statement often looks banal to outsiders. The value comes from the alignment you create through the continuous process of articulating the strategy"

Jeff Gothelf and Josh Seiden, Sense and Respond
Establish Terracon as an innovative and resourceful leader in the engineering and consulting industry by enabling our clients and practitioners to make data-driven decisions through location intelligence. Empower Terracon employees with the necessary tools and resources to capture, manage, analyze, and communicate spatial data throughout all levels of the organization and across all service lines.
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Take-Aways

What are your organizational objectives?

Structure your plan around common themes rather than “systems”

Incorporate priorities of key stakeholders into a meaningful vision statement

Build loyalty and alignment through the continuous process of articulating the strategy
Questions?

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