

STRATEGIC PLANNING MATRIX

RESEARCH

1. BACKGROUND

Planning begins with a synthesis of primary and secondary research. It provides background information on the industry, external environment, client, product, service or issue. It includes a market analysis and segmentation study that identifies current trends in opinions, attitudes and behaviors. Resources such as staffing, facilities and intervening publics are also identified.

2. SITUATION ANALYSIS

The situation analysis consists of two paragraphs. The first paragraph is a statement of the current situation and a description of the challenge or opportunity based on research. The second paragraph identifies potential difficulties that could impede success.

3. CORE PROBLEM/ OPPORTUNITY

The core problem/opportunity is a one-sentence statement of the main difficulty or prospect—including likely consequences if not resolved or realized.