

Blueprint for Success: Strategic Planning Builds Stronger HBAs



Strategic Planning Overview

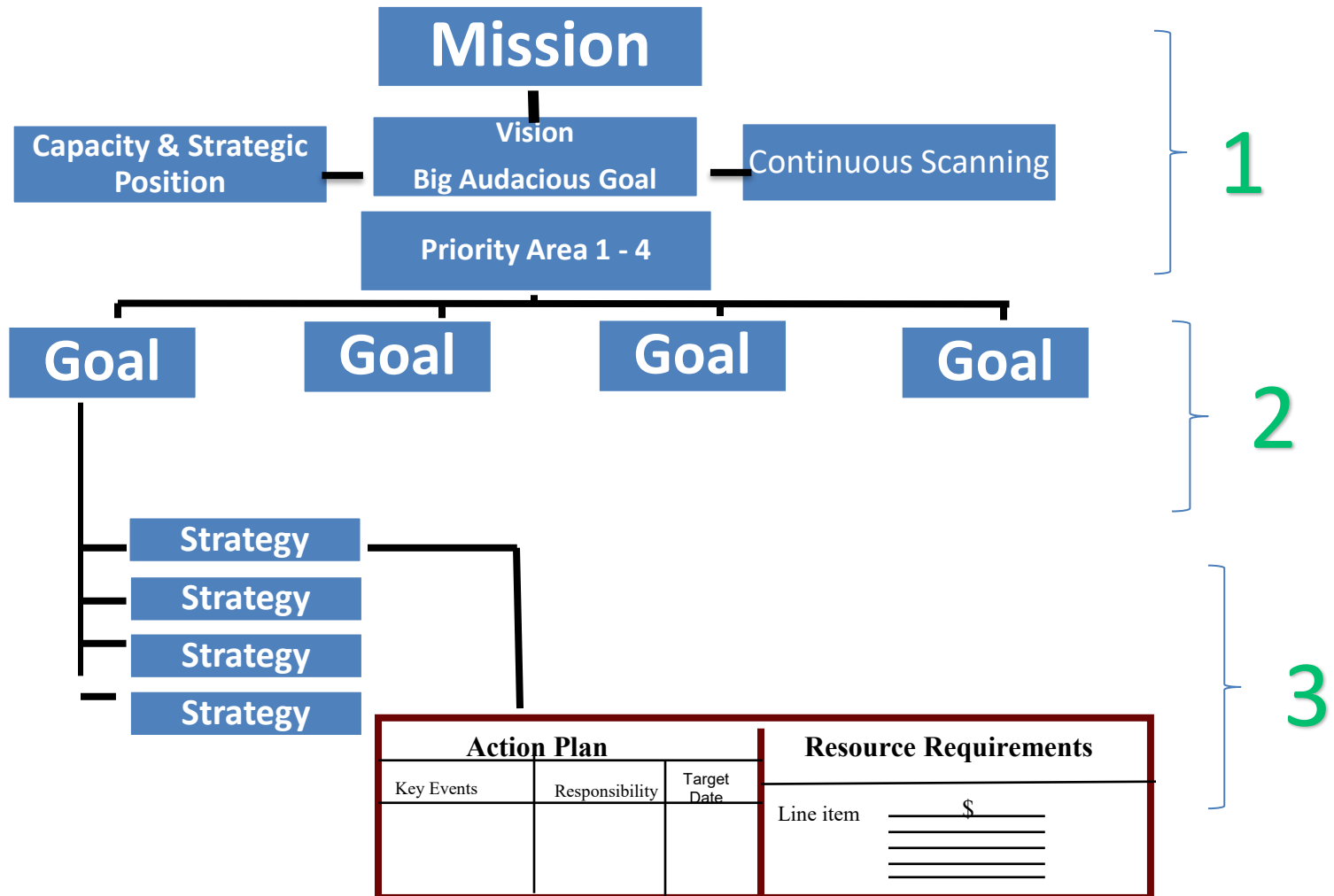
Strategic planning is a process that helps organizations define their direction and make informed decisions to achieve long-term goals.



Strategic Planning Overview

According to a survey in Associations Now by the American Society of Association Executives: 29% of surveyed associations reported not having a strategic plan.

19% percent of those that said they do have a plan said it's not written down.

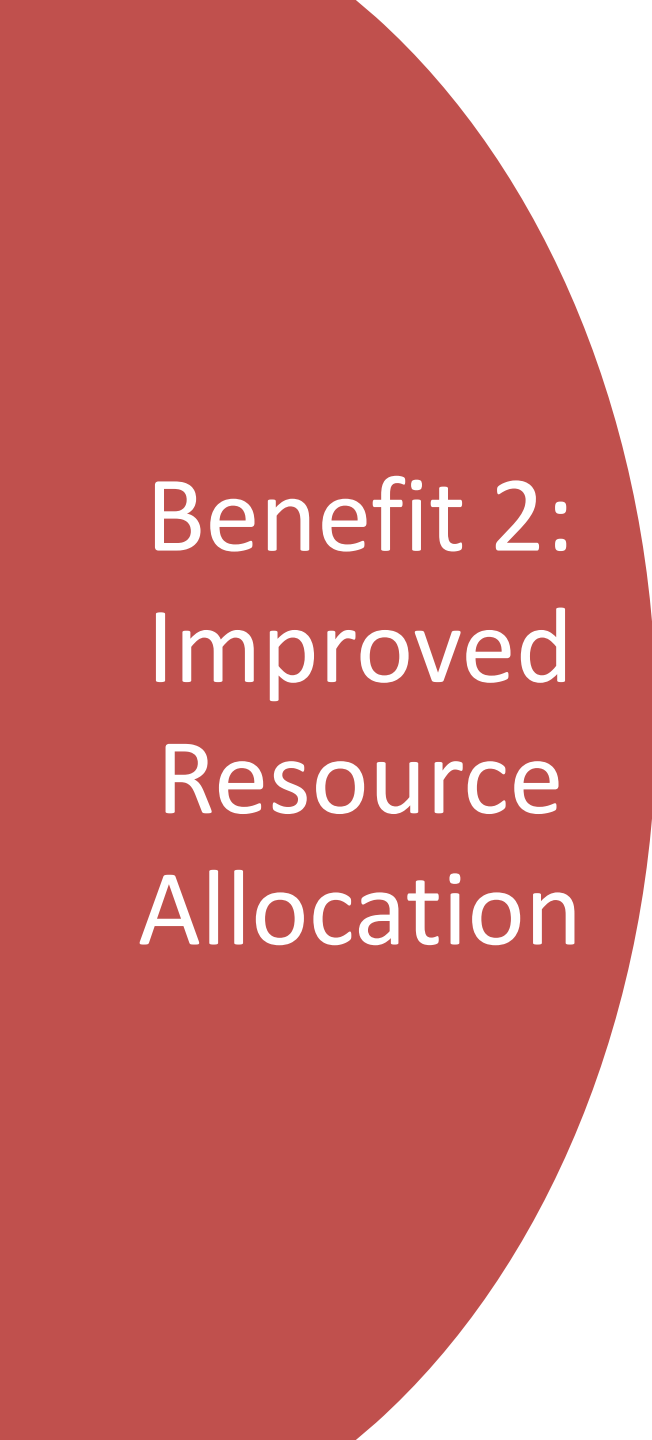


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Benefit 1: Clear Direction

Strategic planning provides a clear sense of direction and purpose, aligning organizational efforts with defined objectives.

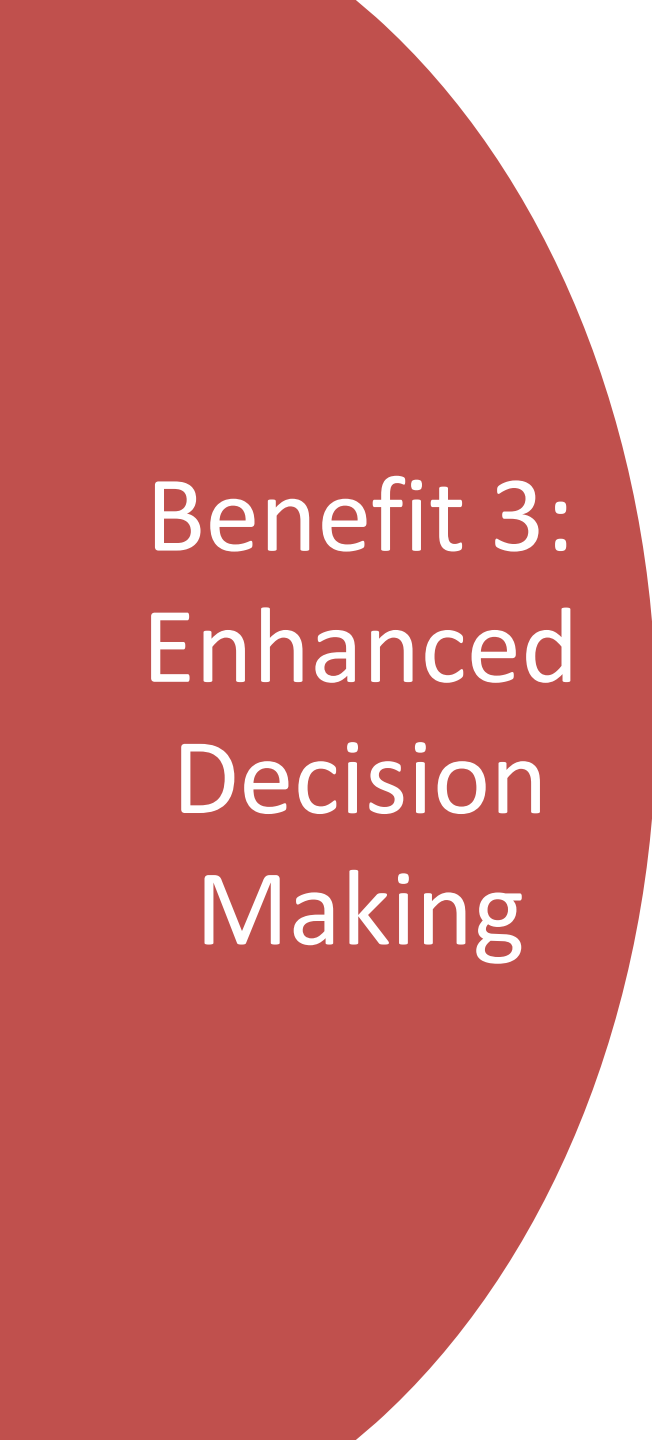


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Benefit 2: Improved Resource Allocation

It enables better allocation of resources by prioritizing initiatives that support strategic goals.

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Benefit 3: Enhanced Decision Making

Strategic planning improves decision making by providing a framework for evaluating options and anticipating outcomes.



Benefit 4:
Stakeholder
Engagement



Strategic planning
fosters communication
and engagement
among stakeholders,
promoting
collaboration and buy-
in.



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Spokane Home Builders Association

Our Mission: Promote Building,
Protect Housing, Elevate
Communities.

Since 1947, the Spokane Home Builders Association has been committed to protecting and promoting the housing industry. Serving seven Eastern Washington counties, SHBA is over 700 members strong. We are professional home builders, architects, remodelers, suppliers, manufacturers, and sales and marketing professionals who believe every American deserves the opportunity of homeownership. As trusted professionals within our community, our members continue to lead the way in all areas of home construction, driving innovation, and giving back to our community with one common goal in mind: to make our community stronger by providing affordable, quality residential housing.



Master Builders Association of King and Snohomish Counties (MBAKS)

Belief:

Everyone deserves a place to call home.

Purpose:

To make home happen.

Values:

Balance, Duty, and Determination



Olympia Master Builders

OMB's primary goal is to provide affordable housing for all economic segments of society. This is achieved by improving the construction industry and the business climate in which our members operate. We do this through:

ADVOCACY: Providing a voice before government.

EDUCATION: Developing a professional building industry.

PROMOTION: Marketing member services.



Ask The Experts!



Joel White
Executive Officer
Spokane Home Builders
Association
Spokane, WA



Jennifer Schwaller
Tennyson
President
Master Builders
Association of King
and Snohomish
Counties

Owner, Jennifer
Tennyson
Construction



Angela White
Executive Officer
Olympia Master
Builders
Olympia, WA



What You Think About Expands (Future Focus)

The more you think about the future, the stronger it gets. The more your decision making is focused on future outcomes, the better it gets.

Each future focused decision reinforces the next, improving the efficacy of the process through time. The implicit messages of not focusing on the future is that tomorrow will always be the same as today, that member expectations won't change and that the association will live on forever. All are dangerous assumptions.

Becoming a futurist may sound difficult but becoming more future focused with each and every subsequent decision is really quite simple. The future is unwritten and your journey there is a process.

You don't need a DeLorean time machine to see the future. You only need to be aware that you are writing your association's own future with every decision you make in the present. A slight shift of emphasis can make all the difference.

Just hold onto the steering wheel.



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