

GOST Strategic Planning Method

(Goals, Objectives, Strategies and Tactics)

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- ❖ A strategic planning method for creating an agile and flexible strategic plan.
- ❖ Prevents the creation of a plan that sits on a shelf and gathers dust.
- ❖ Goals are re-validated each year and adjusted as necessary to address rapid change.
- ❖ Long term planning is designed into the goals but 3-5 year plans are not used.

Goals: The larger outcome(s) you are trying to achieve

- I want to be king!
- I want to be rich!

Objectives (also called Outcomes): Measurements that must be achieved to attain the goal

- I need more than 50% of the popular vote
- I want a million dollars

Strategies: The general path(s) you will take to get to your goal

- I will make them like me
- I will steal the month from others

Tactics: A series of specific, smaller tasks that make up the strategy

- I will give them money
- I will give them food
- I will take their land
- I will steal their gold



Takeaways:

1. Process should not take more than a half day, probably less.
2. Involve your board and other key volunteers.
3. Start with G's and work your way down the pyramid.
4. You will likely have multiple goals, probably between 3 and 5.
5. GOST becomes the monthly board meeting agenda template and drives all work performed by the organization.
6. It is OK to modify the GOST mid-stream if necessary to address the reality of change. Doesn't happen often, but don't handcuff yourself.
7. Annual review of "G's" is necessary. Usually, they don't all change. However, underlying "O's, S's, and T's" do change.
8. O's have to be measurable but logic tests (did it happen, yes or no) are acceptable as measurements (but not the best).
9. Responsibilities are made at the strategy level; assignments are made at the tactical level.
10. Share the results and progress with your membership and ask for their assistance.