

CANANDAIGUA

LOCAL DEVELOPMENT CORPORATION

STRATEGIC PLANNING SESSION

FEBRUARY 6, 2020; 10:00a

3225 EAST LAKE ROAD, CANANDAIGUA, NY 14424
(LYONS NATIONAL BANK)

AGENDA

10:00 OPEN AND WELCOME

Carl Steinbrenner will open the meeting and welcome Board members.

10:10 AGENDA REVIEW/GOALS FOR THE DAY

Matt Horn will provide an overview of the agenda for the day, ground rules for our engagement, and the flow of the work.

10:20 STARTING WITH WHY

Matt Horn will provide a basic overview of the concepts of Start with Why as a refresher for the team, and provide context for how they will be used in today's efforts.

10:45 FINDING OUR WHY

The team will engage in a series of small group exercises, leveraging preliminary thought development work to generate draft mission and vision statements for the organization.

12:00 BREAK

12:15 ADVANCING WHY THROUGH HOW

The team will leverage the information developed in the previous session, as well as answers to preliminary thought prompts to develop three or four Strategic Imperatives—our HOW for advancing the vision.

12:45

ACTION PLANNING

The team will develop an implementation framework for 2020 and 2021 priorities.

1:45

WRAP UP AND NEXT STEPS

We will review the accomplishments of the day, discuss next steps, and address any outstanding issues.