
IDEABRIDGE



The IdeaBridge White Paper Series:
Strategic Planning
Questionnaire and Survey



STRATEGIC PLANNING QUESTIONNAIRE AND SURVEY

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Sample Letter Format and Questions for Strategic Planning Session

Dear Participant,

You have been selected to help craft the future of our company.

On [enter the date and time], you will be participating on the team that will be developing the Strategic Plan to guide our company's efforts over the next several years. Your active and candid participation is essential in our planning process.

Attached you will find a detailed worksheet that will be used in our planning process. Please answer the questions completely and provide attachments or other detail as you see fit. Your responses will not be viewed by me and I will not see the results. Rather, you will forward your responses directly to our facilitator. The facilitator will consolidate all the comments and responses for your planning meeting.

As an important member of our team, you have valuable insight that we can all benefit from, so please be absolutely candid in sharing your thoughts and ideas on how we might improve our company.

The worksheet must be completed by [insert deadline] .

As we look toward our future, I am energized by the exciting opportunities that we will uncover through this process. Your participation is vital and greatly appreciated.

Sincerely,

[Insert name]
President