

# Strategic Planning: Why Planning Collaboratively Is So Important

by Denise Cormier

I am a strong advocate for planning together. By planning together, I mean bringing all stakeholders, interest groups and experts to the table simultaneously to share ideas and create solutions. Collaborative planning creates an environment for shared learning and an opportunity for innovative solutions. In addition, because everyone is in the room together - decision-makers and those impacted by the decision alike - the planning process and resulting implementation is generally quicker than in traditional planning processes.

Since collaborative planning is not the norm, it is understandable that you may be reluctant to engage in that methodology especially if you have never been privy to participating in a collaborative planning meeting yourself.

Below, I have listed some of the collaborative planning sessions that I have designed and facilitated. Reading about them may help you think outside the box when you're faced with your own planning in the future.

Initiatives include:

- \* Facilitating a collaborative process to assist a Fortune 100 pharmaceutical company in designing a new approach in their R&D process for cancer therapies;

- \* Designing and facilitating a collaborative conference with the Yale School of Public Health, the New Haven Mayor's Office and New Haven Community groups to develop ways to use research from the Yale School of Medicine to support the building of a healthy New Haven community;

- \* Facilitating a Future Search to help the city of Leon, Nicaragua collaboratively develop a plan for making the city accessible to all;

- \* Designing and facilitating a

---

## *Collaborative Planning Results In:*

*More effective decision-making*

*Commitment for change*

*Streamlined implementation*

*Earlier, less costly course corrections*

---

collaborative planning process resulting in the formation of a streamlined regulatory management process in a large pharmaceutical;

- \* Helping Regina, Saskatchewan create a new model of client-centered healthcare by bringing together healthcare providers, government officials, religious and community leaders and the indigenous populations to create an agreed-upon vision and plan;

Denise Cormier, Ed.D., coaches and consults to leaders and their teams to help them become more effective



and successful in their work and personal lives. Her clients include business leaders, physicians, and other professionals. Contact her at [denise@cormierassociates.com](mailto:denise@cormierassociates.com) or visit [www.cormierassociates.com](http://www.cormierassociates.com).

- \* Assisting the city of Los Angeles to develop a strategic plan for their regional transit system;

- \* Facilitating the strategic planning for Emory University's pediatric cardiology center;

- \* Using Future Search to help a large urban school district create a vision for safe schools throughout their city and a metropolitan district to strategically address the issue of homelessness;

- \* Designing and facilitating a turn-key process for creating a new vision and culture for a public health hospital in

MA following their impending state closure;

- \* Designing and facilitating a Future Search as part of the strategic planning process and turnaround of Bunker Hill Community College, the MA's most diverse community college.

**If you would like help in determining if a collaborative planning session is right for you, contact Dr. Cormier at [info@cormierassociates.com](mailto:info@cormierassociates.com) for a confidential assessment.**