

The *C*entral *C*hamber of *C*ommerce's *CA Report – Going Somewhere?*

The saying goes, “Failing to plan is planning to fail!” Whether you are operating a business, running an organization or examining your personal life, having a strategic plan is extremely beneficial in setting the course for the future. A good strategic plan will include your mission statement, vision, guiding principles, a list of goals you are trying to accomplish and the strategies and tactics you will use to meet those goals. Bob Harris, Certified Association Executive and nationally recognized planner says, “Every organization needs a road map to reach its destination. A strategic plan guides volunteer leaders, committees and staff to fulfill the mission and vision.”

The Central Chamber is currently starting the second year of our current 3 year strategic plan. Here is an example of some of what is included in our strategic plan.

Mission: The mission of the Central Chamber of Commerce shall be to guide, inspire and promote the business and professional interests of its members and to enhance the economic, cultural and recreational opportunities for the citizens of Central.

Vision: For the Central Chamber to be the relevant voice of the commerce community through promoting economic and business growth, by uniting and engaging our businesses, organizations and community and thus creating a quality of life and prosperous business climate in the City of Central.

Goals and Objectives:

- *Be recognized as the voice of business.
- *Serve as a resource and valued ally of area businesses and other chamber entities.
- *Contribute to the sustainment of positive economic growth.
- *Develop collaborative measures with other stakeholders both internally and externally.
- *Provide an example of professionalism and product to membership to help them prosper.

Hopefully this can give you some idea of how to start on strategic plan. If your business or organization is interested in developing or revising your plan and need some help, call the chamber and we will offer assistance. Start your plan for a dynamic future today!

Ron Erickson Sr. IOM

President

Central Chamber of Commerce

2013 Louisiana Small Chamber of the Year