**Developing a Professional Strategic Plan**

**Objective:** Promising principals will identify their core values, core purpose, and develop no more than three professional goals for the year

**A. Your Educational Core Values**

Your core values are your essential and enduring beliefs.  These guiding principles require no external justification and have intrinsic value, meaning, and relevance to your conduct as a professional.

You'll have to push with relentless honesty to define the values that are truly central for you.  Use the following three questions to stretch your thinking:

* If for any reason this value became a disadvantage and you were somehow penalized for maintaining it, would you continue to live by it?
* If you were to launch a new career in an entirely different profession, how important would this value be to you?
* Do you expect this value to be equally valid for you a year from now?  Ten years from now?  Twenty-five years from now?

|  |  |  |  |
| --- | --- | --- | --- |
| Your school name | What do you believe in? | For whom do you do it? | How will it get done? |
|  |  |  |  |
| Core Values statement |  |

**B. Your Core Purpose**

Your core purpose is your professional reason for being.  It reflects your idealistic motivations for working.  Your core purpose is a concept that should have meaning and relevance throughout your entire career, and it shouldn't be confused with professional goals, which may change frequently during your lifetime.

You can begin to understand your core purpose through a "Five Whys" exercise.  First, state what you do as a professional in clear and simple language.  Then ask yourself, "Why is this important?"  Answer the question as clearly and simply as possible, and use your answer to redefine what you do as a professional.  Then ask yourself, "Why is this important?" again, and repeat the process four more times.  Each cycle should help you define your professional purpose at a deeper and more fundamental level.  It may take fewer than five "Whys?" or it may take more, but at a certain point you will have a sense that this is your core purpose.

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| --- | --- | --- | --- | --- |
| Your profession (list) | Why is my profession important? | Why is my profession important? | Why is my profession important? | Why is my profession important? |
|  |  |  |  |  |
| Core Purpose statement |  |

**C. Establishing Your Professional Goals**

1. Know your strengths and weaknesses.  There are probably certain areas in your career where you can better excel professional than others.
2. Know what your overall goal is for your career as a promising principal.  Ask yourself questions such as, “Where do I want to be in 1 year?”  This will help you know where your life (professional) is going and how it will intersect with your career.

***-------------------------------------------------------------------------------***

***(Promising Principals should only focus on #1 & #2. Your coach will discuss #3 and #4 with you during your 1:1 virtual conference).***

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| --- | --- | --- | --- | --- |
| What do I really do well? | What do I struggle with? | What are my top three things I need to STOP doing? | What are my top three things I need to START doing? | What are my top three things I need to CONTINUE doing? |
|  |  |  |  |  |
| Professional S.M.A.R.T Goals statement(s). (No more than two). | GOAL #1 |
| GOAL #2 |

1. Know the steps you will need to take to achieve your goal in “X” amount of time.  Consider any road blocks you may face and think about how you will overcome them.
2. Be sure to measure the progress of your goal each week or month.  This will help keep you motivated and provide you with a sense of accomplishment.

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| --- | --- | --- |
|  | Key Barrier | Strategy to Overcome key barrier |
| Goal #1 |  |  |
| Goal #2 |  |  |

**AUGUST Individual FUZE Meeting Assignment:**

1. Send an electronic copy of the “Developing A Professional Strategic Plan” to your coach three days prior to your conference.
2. Be prepared to discuss your core values, core purpose, and professional goals. During this meeting, you and your coach will also identify strategies that will assist you in meeting your goals (#3 & #4).

**AUGUST Group FUZE Meeting Assignment:**

1. Each Promising Principal (PP) will create an electronic vision board (via PPT—1 slide). Please keep it neat, and be selective about what you place in your vision board. The vision board will be used as a tool to help clarify, concentrate, and assist you in maintaining focus on your professional goal(s).
2. It's a good idea to avoid creating a cluttered or chaotic board… you don't want to attract chaos into your life. Use only the words and images that best represent your core values, purpose, your ideal future, and words that inspire positive emotions in you to accomplish your professional goals. Take time when selecting images and wording for your collage—this will help you narrow down your precise goals for the year. Displaying it somewhere you’ll see it often (e.g., desktop, office wall, bedroom) will serve as a reminder of your objectives and the work needed to accomplish them.

**SAMPLE VISION BOARD**



**August Deliverables**

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