**Video Title: Overview of Strategic Planning Process**

**Video URL:** [www.youtube.com%2Fwatch%3Fv%3Ds\_OvXeUQV3o](file:///C:\Users\danlu\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\T62IOCOY\www.youtube.com\watch%3fv=s_OvXeUQV3o)

**Run Time/Source: 5**:55, Erica Olsen, Virtual Strategies ON Strategies

**Close Caption Available:** Yes

One common question about strategic planning is: “Exactly what is strategic planning and what does the process involve?” Erica Olsen answers these questions in an informative and straight forward way.

Questions:

1. What are the stages of the strategic planning process?
2. How do we establish objectives that will give us direction and “markers” along the way to ensure we attain our objective? One way is to use a “SMART” objectives framework.