

FASTTRACK

...to being a baller

A PAO's Guide to Strategic Planning

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WHAT IS STRATEGIC THINKING?

Predicting or establishing a desired future goal state

Determining positive and negative forces affecting movement toward goal

Formulating plan to achieve the goal as strategic planning

TO RESEARCH

IS TO ACT WITH CERTAINTY

Examine current situation, publics, problem

Formalize a SWOT

Write a problem or issue statement

Goal statement

Define your publics

Set your objectives

Action strategies

Communication strategies

Use this to drive your tactics

plan to
SUCCCEED!

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STAKEHOLDER
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MOST POTENTIAL

KEY PLAYER

STAKEHOLDER

ANALYSIS

LEAST IMPORTANT

SHOW CONSIDERATION

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GOALS

vs.

Objectives

Oh HEY!

OBJECTIVES like **WOAH**
#boom

Target publics

Target date

Nature of desired change

Amount of desired change

Objectives are
NOT descriptions of
actions
taken by the organization.

FOCUS

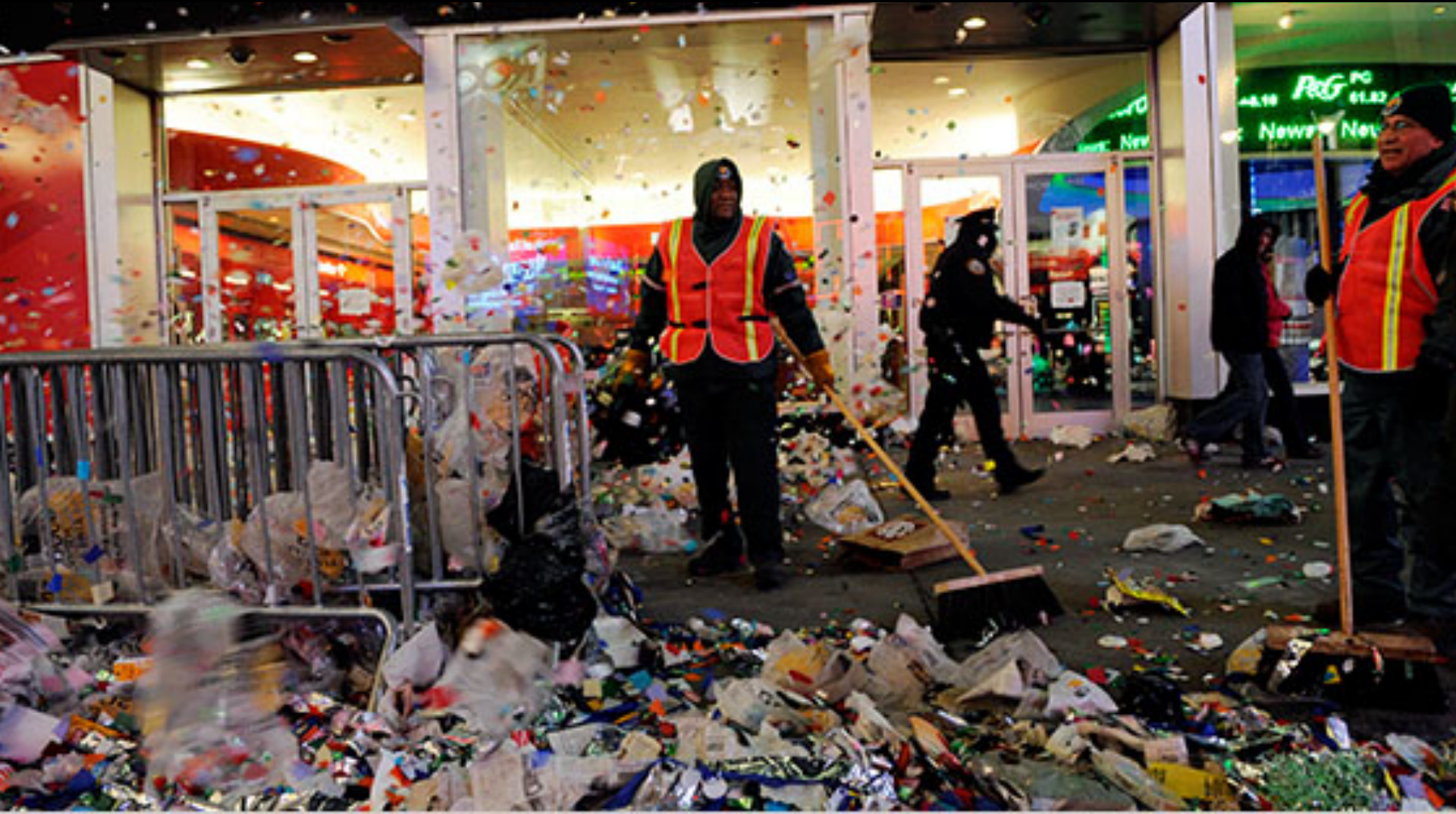
Guidance

EVALUATION CRITERIA



WHEN THE PARTY ENDS, THE FIRST QUESTION ASKED IS ...

HOW WAS IT?



Measure impact

Measure media

Measure engagement

Measure it all

show me the
METRICS!

METRICS

propel

FLEET EXCELLENCE

 Inbox

[[Update on PRC media reporting on potential U.S. FONOPS in the South China Sea]]:

1. Numbers Up, But Not Tone. Volume of PRC domestic reporting has grown moderate to heavy (several hundred reprints online, based on 25-55 core reports), but the tone still strikes me as relatively moderate given the issue (fewer and less striking references to 'bottom lines, 'red lines,' or 'forceful countering' than one would expect). To me, this almost certainly indicates central guidance. There is a heavy external propaganda focus to PRC reporting, with many to most of the 'bottom line' articles designed for publication in both English and Chinese, that is, they are designed to shape English readers primarily.



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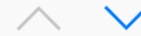


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#IWANTONE



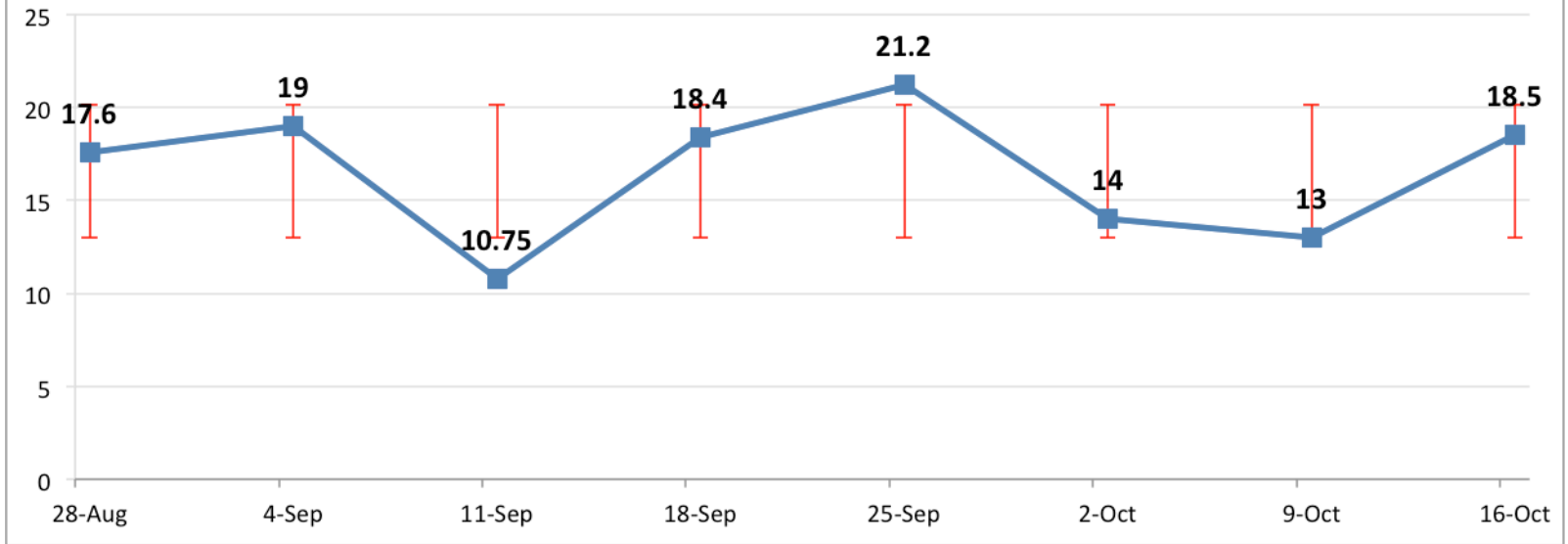
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Beltway Coverage of Pacific Maritime News Index



CODE WITH GOOGLE FORMS

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Mentions of U.S. Navy

Fill out this form for any mention in social media of the U.S. Navy or related issues

message
copy & paste the message that was posted

date posted
use YYYYMMDD format

tool
where did the item appear?
 Facebook
 Twitter
 Blog
 YouTube
 Flickr

author type
 general public
 servicemember or vet
 family member
 unable to determine

topics mentioned
indicate which of the following items were mentioned

	present	absent
U.S. Navy asset (ship, aircraft, unit, command)	<input type="radio"/>	<input type="radio"/>
policy or regs	<input type="radio"/>	<input type="radio"/>
personnel	<input type="radio"/>	<input type="radio"/>
humanitarian	<input type="radio"/>	<input type="radio"/>
maritime strategy	<input type="radio"/>	<input type="radio"/>
Item 6	<input type="radio"/>	<input type="radio"/>

tone
 negative
 neutral
 positive

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6.2. RIMPAC demonstrates the value of maritime forces.

6.2.1. Roughly 70 percent of the world is water, 80 percent of the world's population lives on or near a coast, and 90 percent of international commerce moves by sea. Capable maritime forces help ensure stability and prosperity around the world, and RIMPAC helps participating nations improve that capability.

6.2.2. Maritime forces are inherently flexible. During RIMPAC, participating forces exercise a wide range of capabilities, from disaster response and maritime security operations to sea control and complex warfighting. The relevant, realistic training syllabus includes amphibious operations, gunnery, missile, anti-submarine, and air defense exercises, as well as military medicine, humanitarian assistance and disaster response, counter-piracy, mine clearance operations, explosive ordnance disposal, and diving and salvage operations. Land and air components play key roles during RIMPAC to exercise the joint effort in a maritime environment.

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define

CODE BOOK ■ ■ ■

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code

CODE SHEET ...



Capabilities

	present	absent
Maritime Forces are Flexible	<input type="radio"/>	<input type="radio"/>
Relevant or Realistic Training	<input type="radio"/>	<input type="radio"/>

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	present	absent
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Mentions of U.S. Navy

Fill out this form for any mention in social media of the U.S. Navy or related issues

message
copy & paste the message that was posted

date posted
use YYYYMMDD format

tool
where did the item appear?
 Facebook
 Twitter
 Blog
 YouTube
 Flickr

author type
 general public
 servicemember or vet
 family member
 unable to determine

topics mentioned
indicate which of the following items were mentioned

	present	absent
U.S. Navy asset (ship, aircraft, unit, command)	<input type="radio"/>	<input type="radio"/>
policy or regs	<input type="radio"/>	<input type="radio"/>
personnel	<input type="radio"/>	<input type="radio"/>
humanitarian	<input type="radio"/>	<input type="radio"/>
maritime strategy	<input type="radio"/>	<input type="radio"/>
Item 6	<input type="radio"/>	<input type="radio"/>

tone
 negative
 neutral
 positive

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September | 2015



Commander's First 100 Days

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This media assessment of 30 elite regional media outlets of the U.S. Navy in the Pacific provides a snapshot of the most important issues and events covered, the portrayal of the command both in terms of command messages and competing messages and the most prominent voices leading the conversation in region.

**NOW COUNT 'TIL YOU
KNOW IT ALL.**



SAN DIEGO STATE
UNIVERSITY

- 30 -

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