

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
SUCCEED!

I
N
F
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C
E

INTEREST IN ISSUES/ORGANIZATION

INFLUENCE

STAKEHOLDER ANALYSIS

INTEREST IN ISSUES/ORGANIZATION

I
N
F
L
U
E
N
C
E

MOST POTENTIAL

KEY PLAYER

STAKEHOLDER ANALYSIS

LEAST IMPORTANT

SHOW CONSIDERATION

INTEREST IN ISSUES/ORGANIZATION

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



**LETS DO ALL THE
THINGS THAT YOU
WANNA DO**

memecrunch.com

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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#IWANTONE

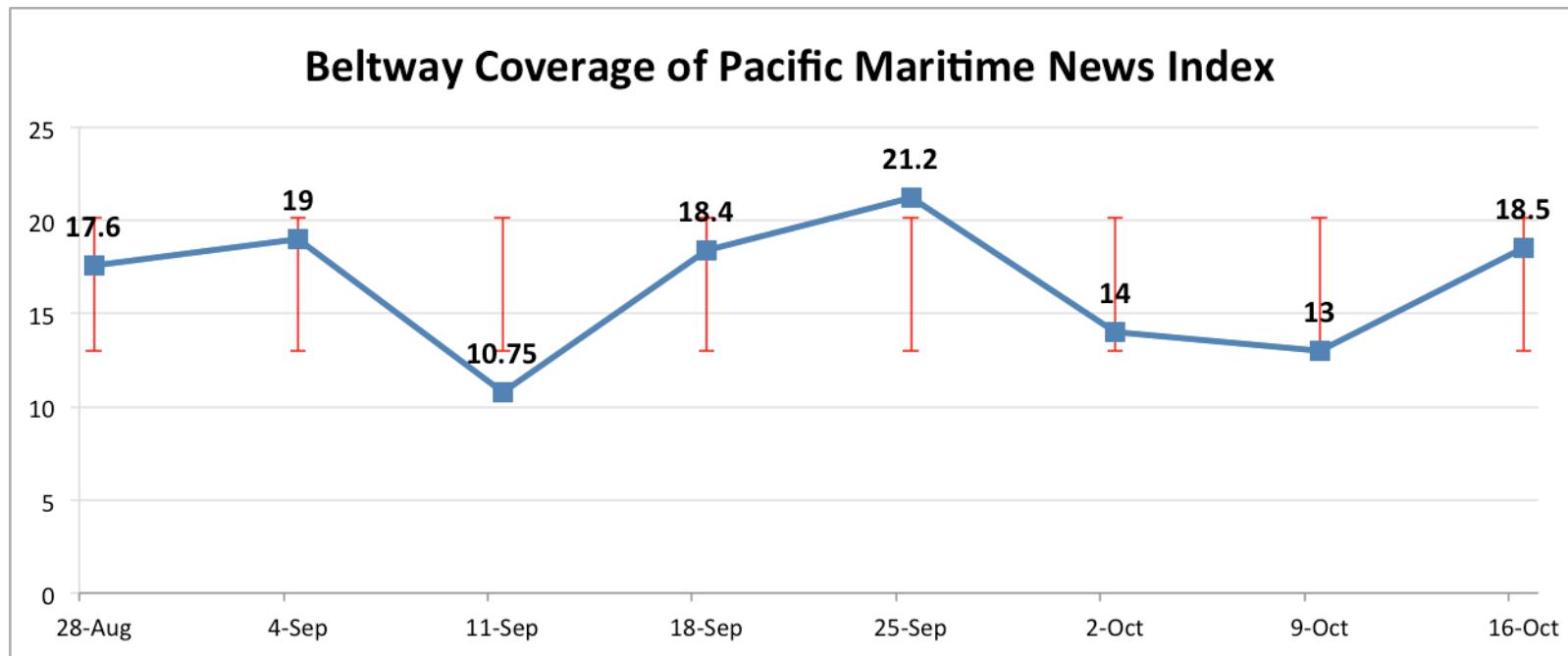


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Mentions of U.S. Navy

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 YYMMDD 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 • • •

maritime forces are flexible: item specifically notes that maritime forces have variety of capabilities. Item may enumerate capabilities such as: HADR, sea control, complex war fighting, preserve peace and prevent conflict, amphibious operations, gunnery, missile, anti-submarine, air defense disposal, diving and salvage operations, among others. An item that lists two or more capabilities of maritime forces would be marked present for this category.

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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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tool

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author type

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topics mentioned

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September | 2015



Commander's First 100 Days

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.**



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-30-

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