

# Project Phases

Jan - Feb

## Phase 1: Assessment

### Background Fact Pack

- Benchmark
- Competitive analysis
- Surveys
- Interviews/Listening
- Prioritized SWOT

Mar - Apr

## Phase 2: Visioning

### Draft Strategy

- Mission/ Values
- Vision
- Pillars
- Priorities
- Key Metrics

May - Jun

## Phase 3: Implementation

### Implementation Plan

- Key objectives
- Supporting metrics
- Directional financials and structure

