

SAMBA - ASC Medical Directors  
& Leaders Virtual Summit

Leadership in Today's ASC –  
Strategic Planning

January 23, 2021

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Learning Objectives

- Discuss the purpose of an ASC strategic plan
- Review the key elements of a strategic plan
- Learn how to start creating a strategic plan

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Purpose of an ASC Strategic Plan

- Sets the future direction for your organization
- Focuses efforts and everyone working towards common goals
- Setting a path motivates everyone to succeed
- Prioritize financial needs and connects to your annual budget
- Aligns resources for optimal results

*"Failing to plan is planning to fail" - Benjamin Franklin*

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Key Elements of a Strategic Plan

- Mission: The fundamental purpose of your ASC, why it exists. "the elevator speech"
- Values: Beliefs that are shared among the stakeholders of your ASC, they drive your ASCs culture and priorities
- S.W.O.T.: Strengths, Weaknesses, Opportunities, and Threats

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Key Elements of a Strategic Plan

- Goals: Aspirational statement identifying a future desired outcome, in five areas; Service, People, Quality, Finance and Growth
- Objectives: These are what your ASC is specifically trying to achieve with your goals
  - In 5 pillars: Service, People, Quality, Finance/Profitability, Growth
  - Follow the S.M.A.R.T. format (Specific, measurable, achievable, relevant, time-bound)
- Strategies: The actions you will be taking to achieve your objectives that support your mission

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Start Creating a Strategic Plan

- Mission
- Values
- S.W.O.T.
- Goals
- Objectives
- Strategies

- Sample Plan
- Blank Plan

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