

**Greentree Resorts Strategic Visioning Session**  
**September 29, 2005**  
**Majestic Golf Course**

**8:00** - Introduction and Overview of the Days Activities

Playground – Where are we going to play

External SWOT – Strengths, Weaknesses, Opportunities and Threats

Internal SWOT – Strengths, Weaknesses, Opportunities and Threats

**9:30** – Break

**9:45** - Core Values – Who we are and how we treat others

Core Capacities – Assets we have where there is room to grow

Core Competencies – Talents we have

Mission Statement – Simple statement of who we are and what we do for whom

Strategic Vision – Motivating statement of where we are going

**10:45** - Strategic Initiatives – At least one in each of the three areas of: People, Assets, and Time/Process (Breakout session)

Objectives – At least two for every objective; they must be **Specific, Assignable, Measurable** by an agreed upon tool, and have an **Ending date (SAME)**

**11:30** - Operation Plan

Reoccurring Monitoring and Evaluation Period

Public Relations Action Plan

**12:00** - Lunch