



TALLAHASSEE 100 CLUB STRATEGIC PLAN FOR 2024

In August 2023 the Tallahassee 100 Club's Board of Directors began a three-month strategic planning process with the goal of producing a Strategic Plan for 2024 and beyond. The goal of your board in this exercise is to make the 100 Club experience as good as possible in every way.

The planning team was comprised of the club's Board of Directors and two additional members invited for their perspective: one for his long-term institutional knowledge of the club and the other, a younger club member, for his generational perspective. The planning team members were:

Lonnie Mayfield – **President**

Debbie Spitler – **Secretary**

Suzanne Martin – **Membership Director**

Sid Cooper – **Programs Director**

Devlin Saley – **Director**

Tim Nettles – **Director**

Jeremy Parker - **Generational**

Jay Walker – **Vice President**

Doug Gove – **Treasurer**

Matt Miley – **Social Director**

Ricky Harper – **Past President**

Jim Killinger - **Director**

Curtis Whigham – **Institutional**

Strategic Planning consists of 4 or 5 steps depending on who is leading the planning process. In the case of the 100 Club, we used the 4-step process which consists of the following steps:

Step 1, Look Inward: This was a review of the club's foundational values, i.e., Mission, Vision, and Core Values. Given that the club did not have any of these values documented or defined they were discussed, debated, and values were decided on. Note, given that this was the club's first pass at establishing these values, it is likely that these will change in future iterations of Strategic Planning as the cadence of planning and self-evaluation improves.

Step 2, Look Back: This is an assessment of the previous year's planning. (Strategic Planning is an annual exercise when done properly) As this was the club's first Strategic Planning session, Step 2 was not applicable this year.

Step 3, Look Around: The analysis step. The club's Strengths, Weaknesses, Opportunities, and Threats are examined and documented through SWOT, PESTEL, and other analysis tools.

Step 4, Look Ahead: The final planning step. This is where the club's values and mission established in Step 1 are combined with the analysis done in Step 2 to produce a plan. Example, if an organization understands its values and weaknesses, it can make plans that offset those weaknesses or leverages its strengths, etc.

Strategic Planning is not a one-time activity, it is an annual process that leads to success in many ways. The greatest benefit of annual strategic planning is that the cadence or rhythm of planning makes an organization more agile, more able to pivot when difficult or unexpected issues arise. Your Board of Directors is committed to conducting annual Strategic Planning. In the long term this will make the Tallahassee 100 Club a better club.

The following two pages are the final output documents of the planning sessions, the second page is titled "Tallahassee 100 Club Strategic Plan 2024." This is the final, synopsised plan with assignments for responsibility and completion dates.

| | <p style="text-align: center;">Three to Five Year Strategic Vision i.e., Initiatives and Specific Outcomes</p> |
|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Revenue Generation</p> <p>Membership, Marketing, Member Relations</p> | <p>Make new member on-boarding process and club documentation more uniform and effective.</p> <ul style="list-style-type: none"> • New member on-boarding process improvements. • Clearly define the role of the club secretary and raise the bar for this important role. • Investigate the value, need, and case for making the club secretary a paid position. |
| <p>Operations Management</p> <p>Meeting Facilitation, BoD Function and Effectiveness, Socials, Planning, etc.</p> | <p>Improve club communications, meeting function, and club marketability:</p> <ul style="list-style-type: none"> • Create a communications director role, define its functions. • Conduct an annual venue review and make plans for improvement. • Conduct an annual meeting(s) review and make plans for improvement. |
| <p>Organizational Development</p> <p>Identifying, Recruiting, Training Board and Committee Members</p> | <p>To make the club’s Board of Directors more effective. To improve overall club effectivity, impact, and growth.</p> <ul style="list-style-type: none"> • Create BoD on-boarding process. • Conduct annual Strategic Planning sessions. |
| <p>Financial Management</p> <p>Cash Management, Controls, Reporting, Metrics, Goals and Projections</p> | <p>Maintain quality, effective, and transparent financial controls and processes.</p> |

Tallahassee 100 Club 2024 Strategic Plan (ONE-PAGE REPORT)

Our Mission Statement

We build professional relations with business owners and decision makers to educate, promote growth and have fun

Our Vision Statement

Continue to be Tallahassee's oldest and most prestigious business club

Our Core Values

| | | |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| Professionalism Professionalism in meetings, business, and relationships is fundamental to the 100 Club | Education Education and mentoring are essential to the growth and development of club members | Relationships Business without relationships is a transaction. We are more than that |
| Accountability We will interact with integrity, respect, and transparency in all dealings and relationships | Business Growth Meetings, socials, and every aspect of the 100 Club exist to create trust and respect which generates business growth | Fun Having fun while conducting business and building relationships creates gravity for the 100 Club as well as a healthier mental state |

2024 Annual Primary Objective

This Club's for You

In 2024 the 100 Club will improve processes, leadership, communications, and planning for the future.

Our 2024 Action Plan

| | Annual Strategic Objectives | Goals / KPIs | Person(s) Responsible BOLD is Lead | Target Completion Date |
|-----------------------------------|----------------------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------------------------------|------------------------|
| Revenue Generation | Improve New Member on-boarding process. | Conduct review, suggest improvements. | Suzanne | February 19, 2024 |
| | Create job desc. for club secretary. Consider making Sec. paid role. | Create job desc. and proposal for role changes. | Lonnie, Jay , Debbie, Ricky | January 15, 2024 |
| Operations Management | Create Comm Director role for non-assigned member of BoD. | Write Job desc. and expectations. | Jay Walker | February 19, 2024 |
| | Conduct annual venue review. | Annually | Venue Review Committee: Exec Board members MC Director, SC Director | July 31, annually |
| | Conduct annual meeting review. | Annually | Lonnie , Ricky (2024) | March 18, 2024 |
| Organizational Development | Create orientation process for new Board members. | Improve Board Manual and new member role understanding. | President and BoDs. | June 17, 2024 |
| | Conduct annual Strategic Planning | Annually | Ricky and SP Committee comprised of BoD, others | August 1, annually |
| Financial Management | Maintain current controls and processes | | Doug , Devlin | On-going |