





**Norton Corporation  
Strategic Planning**



**Planning for the future.  
February 10-12, 2005**

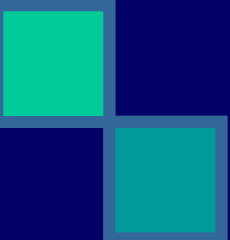



# Meeting Facilitation

- Bartz Englishoe will facilitate meeting and remain neutral
  - Jesse Scott will write down everyone's suggestions
  - All issues and suggestions are welcome
  - Flip chart Sheets will be posted on walls for viewing
  - All ideas will be written down and visible at all times
    - All ideas are equal
  - Facilitator will encourage questions & comments
  - No right or wrong answers
  - Facilitator encourage members to full participation
  - Ideas first-then discussion
  - Clarify suggestions and possible combination of ideas
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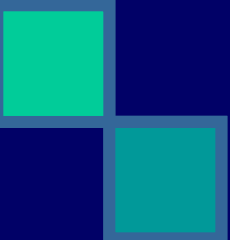



# What is Strategic Planning?

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- Working together to set a positive future
  - Focuses beyond immediate concerns
  - Emphasizes desired result in 5 years
  - Establish realistic targets-something concrete
  - Provides step-by-step direction
  - Ongoing process-not one time process
  - Should be specific, instead of vague ideas
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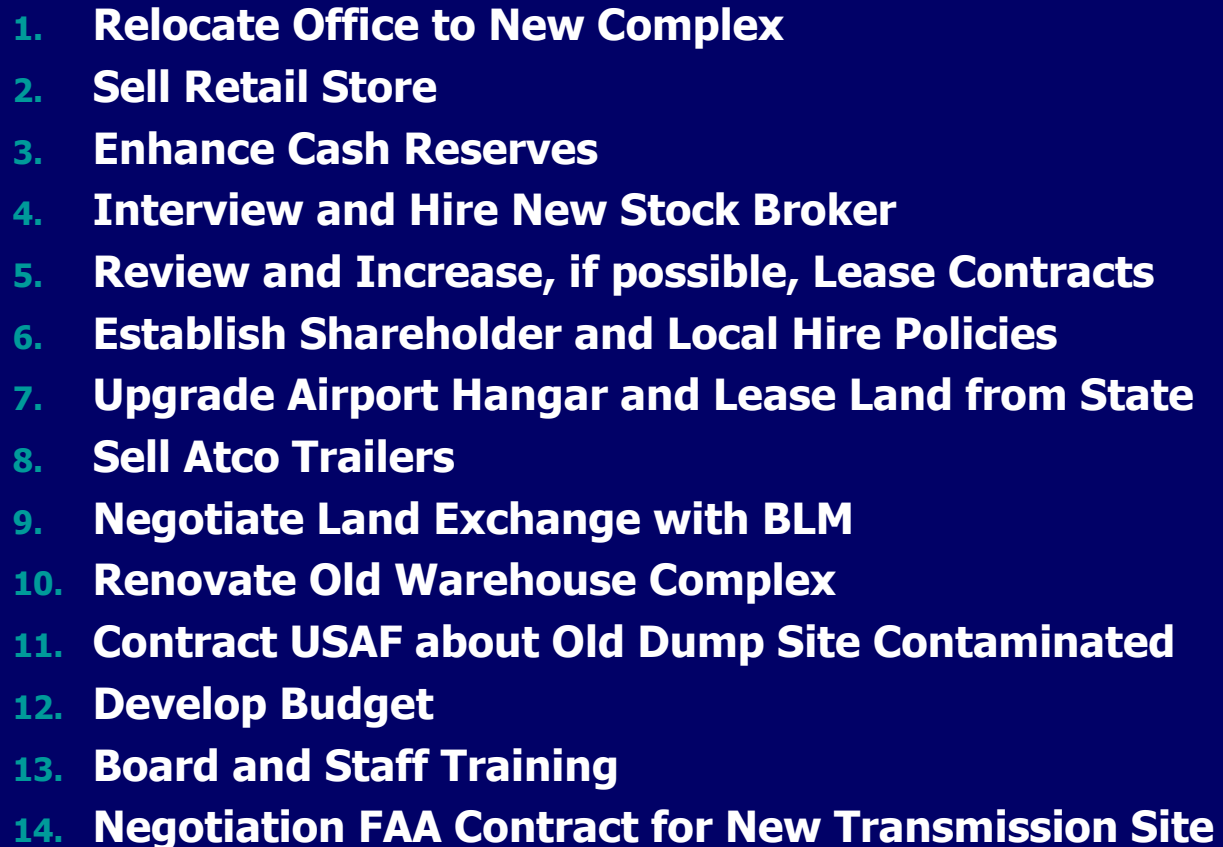
# Results of Strategic Planning.

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- Board of Directors will approve:
    - Vision Statement or Company Vision
    - Mission Statement or Mission of Company
      - Business Goals
      - Objectives to Achieve Goals
        - Action Items to Complete Objectives
          - Assign tasks to Complete Action Items
- 




# 1998 Strategic Plan

## ■ Review of 1998 Final Action Plan

1. Relocate Office to New Complex
  2. Sell Retail Store
  3. Enhance Cash Reserves
  4. Interview and Hire New Stock Broker
  5. Review and Increase, if possible, Lease Contracts
  6. Establish Shareholder and Local Hire Policies
  7. Upgrade Airport Hangar and Lease Land from State
  8. Sell Atco Trailers
  9. Negotiate Land Exchange with BLM
  10. Renovate Old Warehouse Complex
  11. Contract USAF about Old Dump Site Contaminated
  12. Develop Budget
  13. Board and Staff Training
  14. Negotiation FAA Contract for New Transmission Site
- 



# Strengths, Weaknesses, Threats & Opportunities

- **Describe Norton Corporation's Strengths**
    - How can we enhance our strengths?
    - How can we protect them?
    - How can we use our strengths to our advantage?
  - **Describe Weaknesses**
    - How can we eliminate weaknesses?
    - How can we improve them?
    - What does our weaknesses keep us from accomplishing?
- 



# Strengths, Weaknesses, Threats & Opportunities

- **Describe Norton Corporation's Threats**

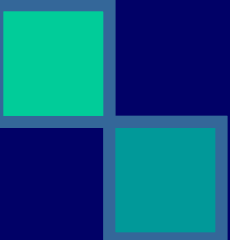

- What is the worst that is likely to happen?
- How long will the threat continue?
- How can we eliminate or minimize its effects?

- **Describe Available Opportunities**

- What opportunities best fit into Norton's future?
- What prevents us from taking advantage of opportunities?
- How can we best take advantage of it?
- How long will it likely remain available?

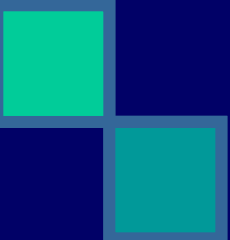



# Vision Statement

- 
- Discuss the long term future/success
  - Write down suggestions
  - Prioritize suggestions
  - Combine suggestions in one statement
  - Approve statement
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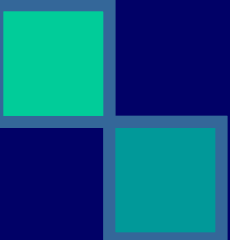



# Mission Statement

- 
- Discuss business purpose of corporation
  - Write down suggestions
  - Prioritize suggestions
  - Combine suggestions in one statement
  - Approve statement
- 




# Values Statement

- 
- Discuss core principals for corporation
  - Rules of behavior expected for employees
  - Behavior expected for board members
  - Write down suggestions
  - Prioritize suggestions
  - Combine suggestions in one statement
  - Approve statement
- 



# Goals, Objectives, Action Items & Assigned Tasks

- **Goals-*Something to Achieve in Future***
    - Broad statement
  - **Objectives-*Action Orientated***
    - Precise, narrow, measurable, time limit
  - **Action Items-*Fulfills Objective***
    - Specific and detailed activity
  - **Assigned Tasks-*Who's Responsibility***
    - Management and staff
    - Board of Directors
    - Committee
    - Outside Assistance
    - Materials and training required
    - Cost of completing tasks
- 



# Conclusion & Follow-up

- **First Day - General Discussion**
  - Vision, Mission, Values, Goals, Objectives, Actions Items, Assigned Tasks
- **Second Day –Specific Details**
  - Categorize and prioritize all items
- **Draft Strategic Plan**
  - Review by management, staff and board
- **Approval of Final Strategic Plan**
  - Schedule future review of plan