

STRCB/581 Competency 3 Assessment and Rubric

Course Title: Strategic Planning & Implementation

Competency Assessment Title: Strategic Plan

Total Number of Points: 100

Assignment Directions

Develop a strategic plan for the company you have used throughout this course and **share** it with stakeholders.

Create a 10- to 15-slide presentation for key stakeholders to solicit their approval of your strategic plan. Address the following in your presentation:

- An introduction with mission and vision statements
- Core values, ethics, and social responsibility principles
- Analysis of the company's:
 - Internal environment (e.g. strengths and weaknesses related to resources, trademarks, patents, copyrights, or current processes)
 - External environment (e.g. opportunities and threats related to market trends, economic trends, demographics, or regulations)
- An evaluation of the internal and external environment's impact on achieving the company strategy
- Create a strategic objective for the company.
- Create short- and long-term goals for achieving the company's strategic plan.
- Determine methods for collecting data and measuring the success of the strategic plan.

Include APA-formatted in-text citations and a reference page.

Cite at least 3 peer-reviewed documents. Note: You may include your textbook as 1 of the sources.

Competency Assessment Rubric

Assignment/Performance Criteria	<i>Mastery</i> 100%	<i>Meets Expectations</i> 85%	<i>Not Met</i> 0%
1. Introduction with mission and vision statements (weight 13%)	The introduction thoroughly oriented the reader to the company's history, products/services provided, and target customers and the mission and vision statements were clearly and concisely stated using highly detailed language that supports the company's strategic direction.	The introduction partially oriented the reader to the company's history, products/services provided, and target customers and the mission and vision statements were clearly and concisely stated using partially detailed language that supports the company's strategic direction.	The introduction minimally oriented the reader to the company's history, products/services, and target customers and the mission and vision statements were somewhat clearly and concisely stated, but didn't use enough detailed language to support the company's strategic direction, or the introduction and mission and vision statements were not included.
2. Explanation of core values, ethics, and social responsibility principles (weight 12%)	The explanation of the core values, ethics, and social responsibility principles was fully developed and thoroughly provided insight into the connections between the company's core values, ethics, and social responsibility principles, and its strategic direction.	The explanation of the core values, ethics, and social responsibility principles was partially developed and partially provided insight into the connections between the company's core values, ethics, and social responsibility principles, and its strategic direction.	The explanation of the core values, ethics, and social responsibility principles was somewhat developed and somewhat provided insight into the connections between the company's core values, ethics, and social responsibility principles, and its strategic direction. Or there was no explanation of the core values, ethics, and social responsibility principles.
3. Analysis of company's internal and external environment (weight 20%)	The analysis was thoroughly developed and thoroughly provided insight into the connections between the company's internal environment strengths and weaknesses and external environment opportunities and threats and its strategic direction.	The analysis was partially developed and partially provided insight into the connections between the company's internal environment strengths and weaknesses and external environment opportunities and threats and its strategic direction.	The analysis was somewhat developed and somewhat provided insight into the connections between the company's internal environment strengths and weaknesses and external environment opportunities and threats and its strategic direction, or there was no analysis.
4. Evaluation of internal and external environment's impact on achieving the company's strategic plan (weight 20%)	The evaluation was thoroughly developed and thoroughly provided insight into the internal and external environment's impact on achieving the company's strategic plan.	The evaluation was partially developed and partially provided insight into the internal and external environment's impact on achieving the company's strategic plan.	The evaluation was somewhat developed and somewhat provided insight into the internal and external environment's impact on achieving the company's strategic plan, or there was no evaluation.

Assignment/Performance Criteria	<i>Mastery</i> 100%	<i>Meets Expectations</i> 85%	<i>Not Met</i> 0%
5. Strategic objective (weight 10%)	The strategic objective was thoroughly developed and fully supported the strategic direction of the company.	The strategic objective was partially developed and partially supported the strategic direction of the company.	The strategic objective was somewhat developed and somewhat supported the strategic direction of the company, or there was no strategic objective.
6. Short and long-term goals for achieving the company's strategic plan (weight 15%)	The short- and long-term goals were thoroughly developed, thoroughly provided insight for achieving the company's strategic plan, and all goals were specific, measurable, attainable, relevant, and timely.	The short- and long-term goals were partially developed, partially provided insight for achieving the company's strategic plan, and most goals were specific, measurable, attainable, relevant, and/or timely.	The short- and long-term goals were somewhat developed, somewhat provided insight for achieving the company's strategic plan, and some goals were specific, measurable, attainable, relevant, and/or timely, or the short- and long-term goals are not included.
7. Metrics for measuring success of strategic plan (weight 10%)	The methods for collecting data and measuring success of the strategic plan was thoroughly explained, included specific examples for each type of data, and thoroughly explained how it will be measured.	The methods for collecting data and measuring success of the strategic plan was partially explained, included specific examples for most types of data, and partially explained how it will be measured.	The methods for collecting data and measuring success of the strategic plan was somewhat explained, included specific examples for some types, somewhat explained how it will be measured, or the methods for collecting data and measuring success of the strategic plan were not included.