**Strategic Plan 2020-2025 Template Instructions and Guidelines**

The 2020-2025 Strategic Plan Template has been created to use for your state council or chapter. Please customize the template for your particular needs.

**Instructions**

Step 1: Download and open the ***Strategic Plan 2020-2025 Template*** from the ENA Brand Center

Step 2: Customize each sheet by including your state council/chapter goals, metrics and actions accordingly in the columns provided.

**Guidelines**

* Review the complete [ENA 2020-2025 Strategic Plan](https://www.ena.org/docs/default-source/default-document-library/enastrategicplan.pdf?sfvrsn=5c367de2_2)
* Each ENA goal is on a separate worksheet
* ENA’s 2020-2025 Goal and Objectives are included
* It is best to create annual goals, tactics and actions
* Not every objective from the ENA Strategic Plan will apply to your state council or chapter. Identify the main goals and create quarterly metrics to better manage your performance