



Proposed 2011 Board of Directors Strategic Planning Event Presentation

Facilitated by Mary Ober

Human Resources (HR) and Governance
Committee Meeting
July 18, 2011

Session Objectives:

- Receive an update on strategic initiatives
- Determine what strategic actions need to be added, stopped or continued
- Agree to priority issues and actions to implement for 2011 and beyond
- Determine accountability plan (“who owns it” and how will they measure implementation and execution)

Ground Rules

- ☐ **Participate**
- ☐ **Share “Air Time”**
- ☐ **Speak For Yourself**
- ☐ **Listen**
- ☐ **Silence Phone/other devices**
- ☐ **Have Fun**

Proposed Event Agenda

- **Welcome and Opening Words (T. Doggett/L. Doll) (20 min)**
- **Session Objectives/Ground Rules (5 min)**
- **Opening Activity: What we have in common (15 min)**
- **Strategic Initiative Update (10 min)**
- **SWOT Feedback and Themes (20 min)**
- **Strategic Planning Best Practices and Pitfalls (15 min)**
- **Break (15 min)**
- **Priority Issues Activity (20 min)**
- **Small Group Work (60 min)**
- **Lunch (20 min)**
- **Small Group Reports and Feedback (120 min)**
- **Next steps (15 min)**
- **Close and Wrap up (10 min)**

Strategic Initiative Update

Review timeline: Where we are

| | |
|---------------------------|-------------------------------------|
| Status highlights: | What we have been working on |
|---------------------------|-------------------------------------|

NEXT STEPS

ERCOT Director Survey – SWOT Analysis

Given ERCOT's stated strategic plan, communication of the plan and plan implementation, what do you think are the top:

| | |
|-------------------------------|--|
| Strengths | |
| Weaknesses | |
| Opportunities | |
| Threats | |
| Recommended Priorities | What three priorities (related to the strategic planning process) do you think is most important for the executives of ERCOT to focus on for the coming year? |