



## **SBA OFFICE OF DISASTER ASSISTANCE CREATING A STRATEGIC PLAN AND PERFORMANCE MEASURES**

### **PROJECT OVERVIEW**

As required under the Government Performance and Results Act (GPRA), The Small Business Administration's (SBA) Office of Disaster Assistance (ODA) needed to develop a five-year strategic plan to incorporate its new mission of disaster mitigation with its ongoing role in disaster recovery. In addition, developing job/function performance measures that would link functional area job responsibilities to their strategic plan was a key priority. Finally, ODA needed to implement a strategic planning process to institutionalize a review and update cycle.

### **OUR APPROACH**

InterImage facilitated and guided ODA's strategic planning project with a focus on making the strategic plan a viable document that could and would be used as the foundation for building the organization of the future. Applying our broad experience in strategic planning and project management, we developed an aggressive project schedule with activities sequenced to meet ODA's rigid timeline.

We designed and facilitated a series of participative workshops in which the ODA Strategic Planning Team developed and validated the mission, programmatic goals, outcome goals and performance goals for the strategic framework. We also led a series of Site Validation Workshops in which we guided managers from the four area offices through the process of their unique organizational strengths, weaknesses, opportunities and threats, and identified the organizational and legislative changes that needed to be implemented to be successful.

In parallel, we worked with the Director of Human Resources to identify the specific functional areas in which performance needed to be measured and then designed a process for developing job/position performance measures and link those to the organizational goals.

### **SERVICES RENDERED**

- Business Reengineering
- Strategic Planning
- Workforce Productivity
- Performance Measurement
- Human Capital Planning
- Organizational Assessment
- Facilitation
- Organizational Development
- Assessment Tool Development
- Process Design Implementation
- Communication Planning

### **INNOVATION AND ACHIEVEMENT**

We led ODA through the process of seamlessly integrating its new mission, disaster mitigation, into their ongoing operations for disaster recovery. This project was managed under an extremely tight schedule and budget. Throughout the project, we worked closely with the ODA Project Manager and the entire Strategic Planning Team to identify process owners and ensure that all milestones were met. We were instrumental in developing and managing a process that produced a meaningful and actionable strategic plan for ODA and in institutionalizing organizational and individual performance measurement plans into ODA's operational practices.