

# AHA STRATEGIC PLANNING QUESTIONNAIRE

Lance Walters, President, has challenged us to develop a three-year Strategic Plan for the Arabian Horse Association to be finally discussed, developed, and approved by the Board of Directors during the August, 2011 Board meeting.

To help with this process, please complete answers to the following questions and send your responses to Dale Harvill ([dnharvill@aol.com](mailto:dnharvill@aol.com)) and Terry Andreasen ([terryandreasen@hotmail.com](mailto:terryandreasen@hotmail.com)) by June 1, 2011.

Please base your responses in the context of the governance and operation of the business of the Arabian Horse Association. Please be as detailed and specific in your response as you can to be clear and understood. If you do not want to answer all the questions, please return such answers as you want counted. You may sign your answers or not.

1. What is AHA's greatest strength? \_\_\_\_\_  
\_\_\_\_\_
2. What is AHA's greatest weakness? \_\_\_\_\_  
\_\_\_\_\_
3. What is AHA's greatest opportunity during the next three (3) years? \_\_\_\_\_  
\_\_\_\_\_
4. What is AHA's greatest threat to success in the next three (3) years? \_\_\_\_\_  
\_\_\_\_\_
5. What is AHA's biggest problem? \_\_\_\_\_  
\_\_\_\_\_
6. What is AHA's greatest challenge in the next three (3) years? (Good or Bad) \_\_\_\_\_  
\_\_\_\_\_
7. What should be AHA's number one goal? \_\_\_\_\_  
\_\_\_\_\_
8. What one critical change needs to be made by the staff? \_\_\_\_\_  
\_\_\_\_\_

## Concerning a Strategic Plan:

1. What keeps some strategic plans from being used and useful? \_\_\_\_\_  
\_\_\_\_\_
2. What are the most important things you want to see in AHA's strategic plan? \_\_\_\_\_  
\_\_\_\_\_
3. Considering AHA staff size and work load, how should implementation be assured? \_\_\_\_\_  
\_\_\_\_\_

Submitted by (Optional): \_\_\_\_\_

Use Additional Pages as Needed