

# JCNA STRATEGIC PLAN DEVELOPMENT



**Most Successful Organizations Know Where They  
Are Going & Have A Plan On How They Want To  
Get There!**

**A Strategic Plan Provides:**

**Purpose**

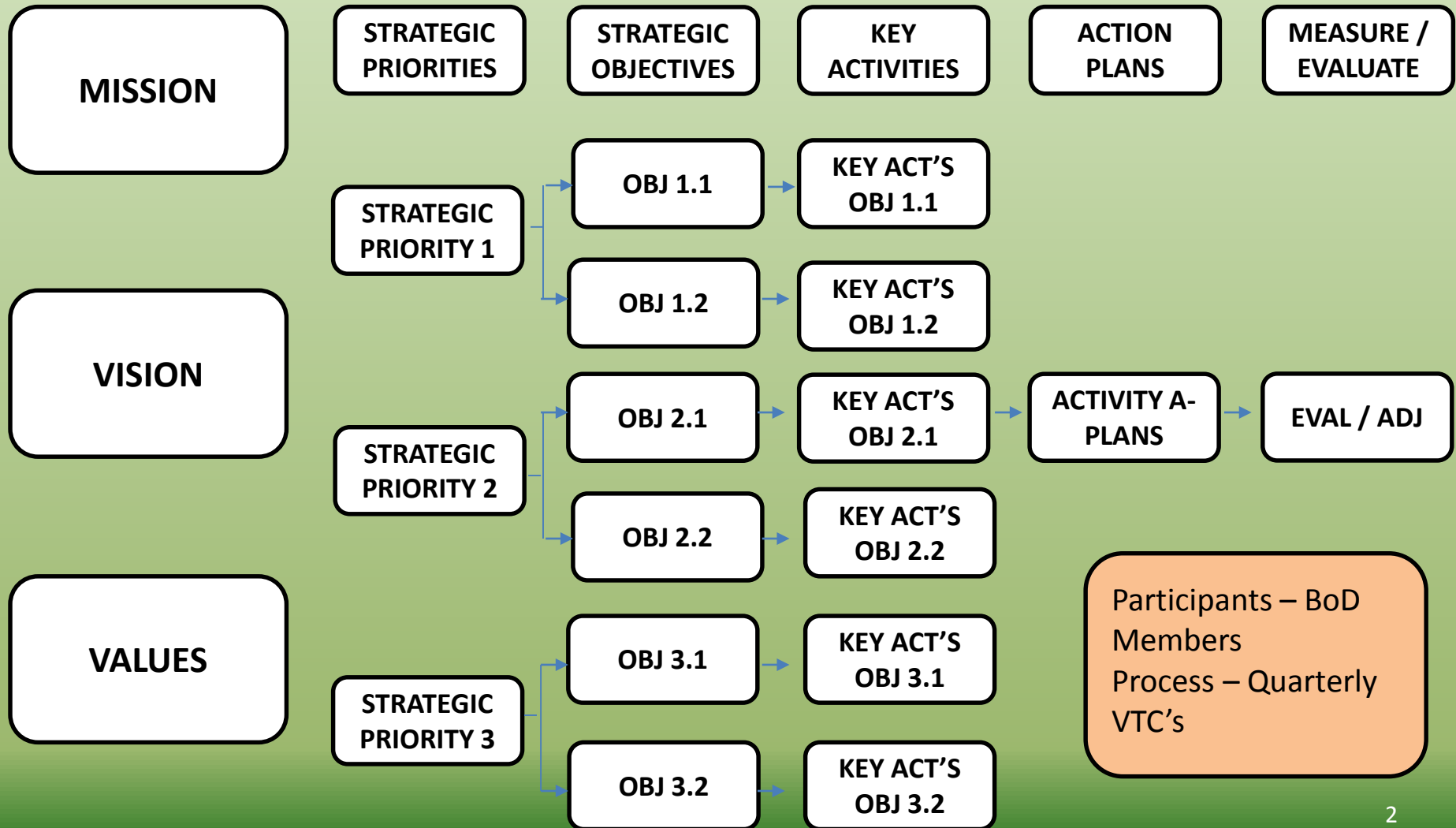
**Direction**

**Focus**

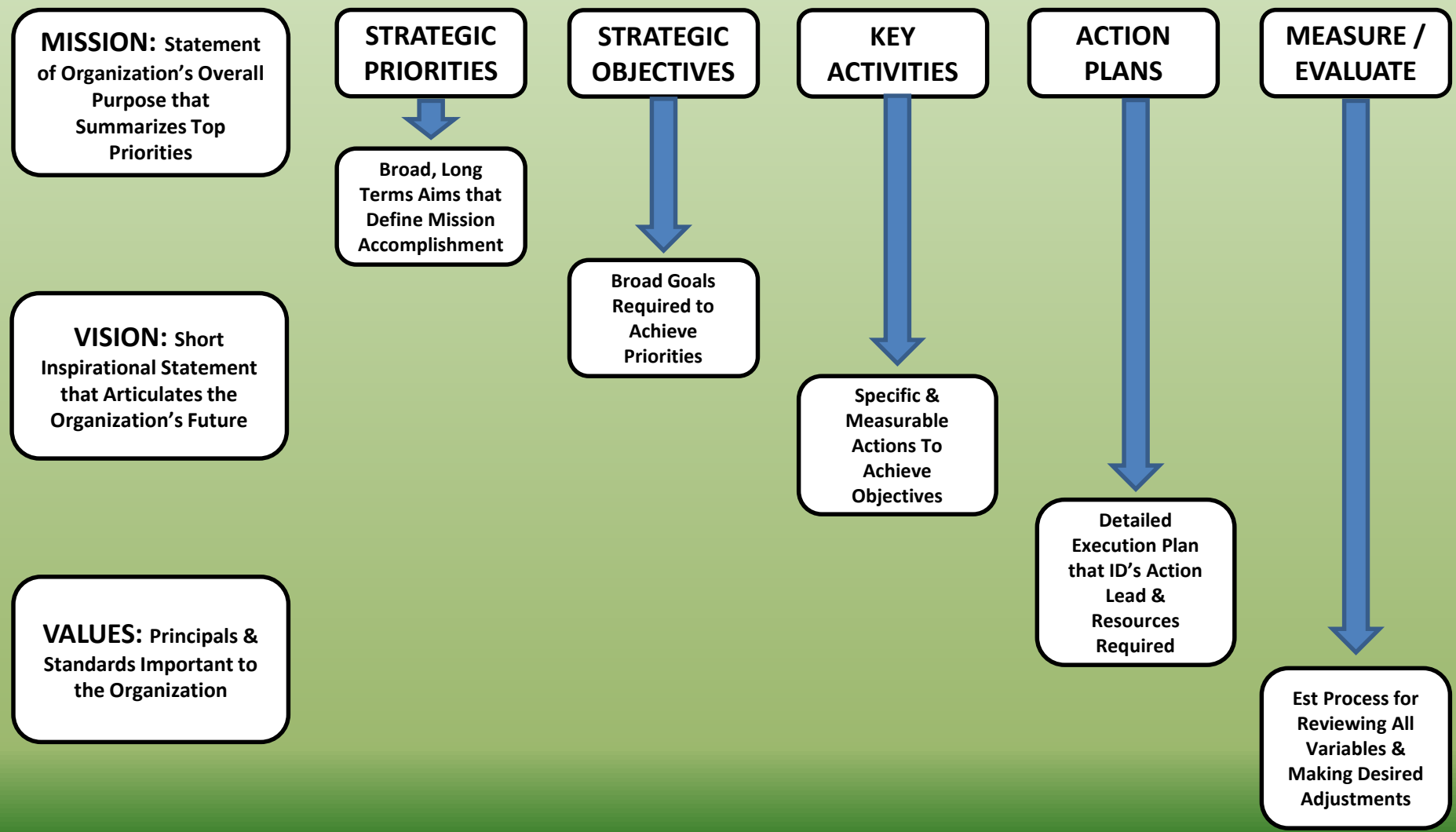
**Resource Allocation**

**Cyclic Review**

# JCNA Strategic Plan Development Process



# JCNA Strategic Plan Definitions



# JCNA Strategic Plan Development



**MISSION** -The Objectives & Purposes of JCNA are to Promote Interest in Motoring, Foster & Encourage a Spirit of Mutual Interest & Assistance in the Acquisition & Preservation of Jaguar a Automobiles Among Owners

**VISION** - We, JCNA, Strive to Support & Increase Quality activities so that Affiliate Clubs & Members Can Broaden & Strengthen the Relationships Among Jaguar Owners & Enthusiasts, Ensure the Preservation of the Jaguar Marque & Enjoyment

**VALUES** – Members First / Broad Range of Competitive & Social Activities / Partnership With & Support JLR / Provide Affiliate Clubs & Individual Members With Added Value / Preserve History & Heritage of Jaguar Cars / Operate With Sound Financial Practices / Operate According To Legal & Ethical Standards / Welcome Wide Range Of People Of Varying Backgrounds & Interests

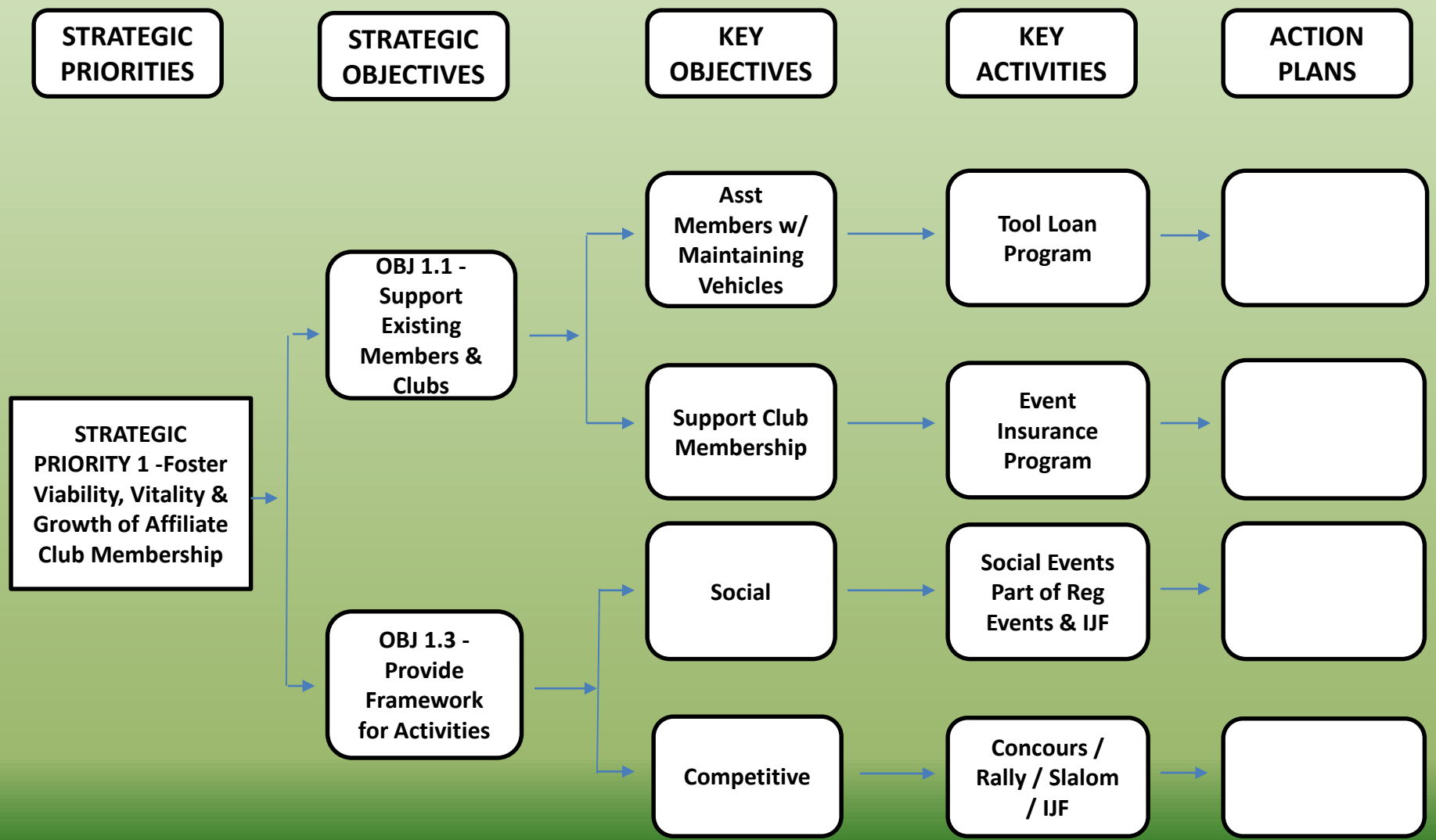
**Strategic Priority 1** - Foster Viability, Vitality & Growth of Affiliate Club Membership

**Strategic Priority 3** - Preserve the History, Heritage & Culture of the Marque

**Strategic Priority 2** - Develop a Stronger, Mutually Beneficial Relationship With Jaguar Land Rover

**Strategic Priority 4** - Remain a Stable Non-Profit Business Entity

# 2019 JCNA Strategic Plan Example



# The Road Ahead



- Continue Refining The Process – Key Objectives / Key Activities
- Develop Action Plans
- Assign Stake Holders
- Present To JCNA Membership
- Execute / Solicit Feedback
- Measure / Evaluate / Solicit Member Feedback
- Adjust Plans as Required