

<p>McKnight Brain Research Foundation 2005 Strategic Planning</p>

MISSION STATEMENT

(Foundation of the Business Plan; statement of purpose; outlines values, expectations, goals and strategies; short, clear, specific and concise; sets priorities)

VALUE PROPOSITION

(The value proposition plays a critical role in how we deliver on our mission. They represent who we are, what we believe and how we do business.)

QUALITATIVES

(An essential and distinguishing attribute of something or someone; a degree or grade of excellence or worth)

- | | |
|--------------------------------------|---|
| ❖ Qualified Grant Proposals received | ❖ |
| ❖ A Scientific Breakthrough | ❖ |
| ❖ | ❖ |
| ❖ | ❖ |
| ❖ | ❖ |
| ❖ | ❖ |

QUANTITATIVES

(The attribute of being so much, and not more or less; the property of being measurable, or capable of increase and decrease, multiplication and division; greatness; that which answers the question "How much?")

- | | |
|-----------------------------|---|
| ❖ Market Conditions | ❖ |
| ❖ Tax or Regulatory Changes | ❖ |
| ❖ Minimum Distribution | ❖ |
| Requirements | ❖ |
| ❖ | ❖ |
| ❖ | |

EXTERNAL ENVIRONMENTAL INFLUENCES

Favorable

- ❖ Financial Markets
- ❖ Tax Law Challenges
- ❖ Government Regulation

Unfavorable

- ❖ Technology
- ❖ Financial Markets
- ❖ Weakened Economy
- ❖ Expense Control

INTERNAL ENVIRONMENTAL WEAKNESSES

- ❖ Trustee Succession Plan

- ❖

- ❖

INTERNAL ENVIRONMENTAL STRENGTHS

- ❖ Reputation of the Foundation
- ❖ Trustees depth of knowledge
- ❖ Trustees relationships within the Medical community
- ❖
- ❖

GOAL

Objective and Tactics

- ❖ Specific
- ❖ Quantifiable
- ❖ Measurable
- ❖ Date Sensitive
- ❖ Consistent with mission
- ❖ Assigns accountability
- ❖ Considers relevant external and internal factors

Objective

❖

❖

Tactics

❖

❖

❖

❖

❖