



Strategic Plan 2025-2030 Template Instructions and Guidelines

The 2025-2030 Strategic Plan template has been prepared to help your council or chapter connect with ENA's overarching agenda. Please tailor the template to your specific needs.

Instructions

Step 1: Download and open the *Strategic Plan 2025-2030 Template* from the ENA Brand Center

Step 2: Customize each sheet by including your council/chapter goals, metrics and actions accordingly in the columns provided.

Guidelines

- Review the complete ENA 2025-2030 Strategic Plan.
- Each ENA goal is on a separate worksheet.
- ENA's Goals and Objectives are included.
- It is best to create annual goals, tactics and actions
- Not every objective from the ENA Strategic Plan will apply to your council or chapter. Identify the main goals and create quarterly metrics to better manage your performance.