

**CANADIAN KENNEL CLUB**  
**Strategic Planning Process**

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**Appendix A - THE PLANNING PROCESS**

**The Process to Date**

- At the December 2007 Board meeting, the CKC Board made a decision to enter into the strategic planning process.
- The CKC issued a Request for Proposals in February 2008 and an external consultant was selected to facilitate the process.
- The project work plan was developed by the Strategic Planning Committee and presented to the Board in late March.
- A comprehensive strategic planning questionnaire was distributed on-line in May 2008. The questionnaire addressed views of the club, perceptions about external factors, feedback on programs and services and opinions on roles, priorities and future directions for the organization. Close to 1,700 CKC members responded to the survey.
- On June 11, 2008 14 members of the Board of Directors and management team participated in a full-day strategy development session prior to the CKC Annual Meeting in Regina. They reviewed the data from the survey and developed a preliminary version of the strategic goals that are reflected in this paper.

**What Happens Next?**

- The discussion paper will be available for input during the months of July and August.
  - The strategic plan will be revised based on input received.
  - A proposed implementation plan will be developed by CKC staff in early September.
  - The final strategic plan will be submitted to the CKC Board of Directors for approval in late September.
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