Creating and Ensuring Program Strategic Value

Here's a checklist to help you create programs that focus on the strategic objectives of an organization.

- [ ] **Assess Strategic Needs:** Assess areas of your organization where important processes, products, or services are not aligned with your organization's strategic goals.

- [ ] **Formulate the Right Program:** Envision and formulate a program that can help your organization make that alignment happen.

- [ ] **Establish the Right Goals:** Establish goals and measurable objectives for that program so that you can assess whether it is improving that alignment. Make sure the goals and objectives are realistic and attainable and that they focus on overall business strategy and results, not on incremental deliverables.

- [ ] **Continually Assess:** Ensure that you evaluate the program and its objectives throughout the program — continually or at regular, short intervals. You can't wait too long to evaluate programs and objectives because you must make needed adjustments to the program as it operates.

- [ ] **Pull the Plug When Needed:** If your continual evaluations show the program is not helping your organization make progress on its strategic business goals and changes aren't helping, end the program.