

# **SCREAM for Strategic Planning**

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## **ABSTRACT**

Employee surveys indicate that a large majority do not fully engage in strategic planning because they believe it is a waste of time. Therefore, analytic instruments must be easy to understand and provide information that can be implemented within the organization without increasing the workloads of employees. Identifying a method of strategic planning that encompasses the key factors of the SCREAM evaluation tool (Brun, 2014) in conjunction with Blanchard's (2019) 'quadruple bottom line' within a framework that organizations can efficiently and effectively deploy.

The study's methods are still in development. An initial survey has been distributed to potential participating. The survey asks about the participants knowledge of the various strategic planning tools such as SCREAM, SOAR, and SWOT. Initial results indicate that the majority of libraries, museums, and non-profit have no knowledge of the SCREAM framework.

## **ALISE RESEARCH TAXONOMY TOPICS**

Political economy of the information society; Public libraries; Community and civic organizations; Administration

## **AUTHOR KEYWORDS**

Strategic Planning; SCREAM; Service; Leadership; Quadruple Bottom Line