

# Moving the Needle with an Actionable Strategic Plan

## STRATEGIC ALIGNMENT

Villa Park, a thriving community about 20 miles from downtown Chicago, has a record of thoughtful and deliberate governance. Village officials are committed to improving the quality of life for residents, but they struggled with implementing and following through on their strategic initiatives.

Recognizing the need for a more actionable and dynamic approach, the village's board of trustees enlisted CP2 Consulting to align the team around a pragmatic and results-oriented plan.

CP2's process engaged elected officials, city management and staff, and residents in a series of surveys and focus groups to learn from the past, set a vision for the future, and agree on actions and priorities. The emphasis is on finding the real focus of the organization, rather than just hosting weekend planning exercises.

The strategic planning process marked a turning point for the Village of Villa Park. The board of trustees agreed on four strategic goals with specific performance indicators and clear outcomes. By addressing shortcomings of past plans and emphasizing action, CP2 is helping the city turn a long-term vision into tangible results.

“Cory’s good about reminding us to honor the process and the work, and this plan creates a clear process. **We know our priorities and what we need to do** to make progress, and this will move us toward becoming a better community.”

-Matt Harline, Village Manager  
Villa Park, Illinois

In the months after adopting the plan, Villa Park is already making progress toward its goals. Insights from the planning process informed decisions about the 2024 budget, and the village manager is developing statistical baselines to study how it delivers services and meets its goals. For example, the village needs to know the success rates of its local businesses, but business license data and vacancy rates don't provide a complete picture.

**“Our last strategic plan just sat there, but Cory’s approach helped us build a system to make sure the plan gets updated and implemented. Now, we’re going to know how many of those goals we met and how we’re progressing.”**

-Nick Cuzzone  
Villa Park Board of Trustees President

## WHAT WE DO

### Strategic Planning

We turn strategies into actionable plans that align resources and capabilities with long-range goals to drive big-impact results.

### Implementation

Our custom frameworks, backed by a proven methodology, provide depth to ensure the successful implementation of your strategic plan so you can achieve real-world success.

### Organizational Culture

We provide advanced data analysis, strategy development, management support, and decades of experience for a robust, functional, and inclusive approach that reaches big goals.

## Positively impact your community

**CP2 Consulting is a strategic planning and organizational development company** that works with local governments to create and implement strategic plans that achieve measurable outcomes, preventing your plan from gathering dust on a shelf. We work with the organization, individual departments, and your staff to find common values and goals that move your organization forward.



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