

# Getting Your Projects to Meet Strategic Goals

**Alex S. Brown, PMP IPMA-C**

President

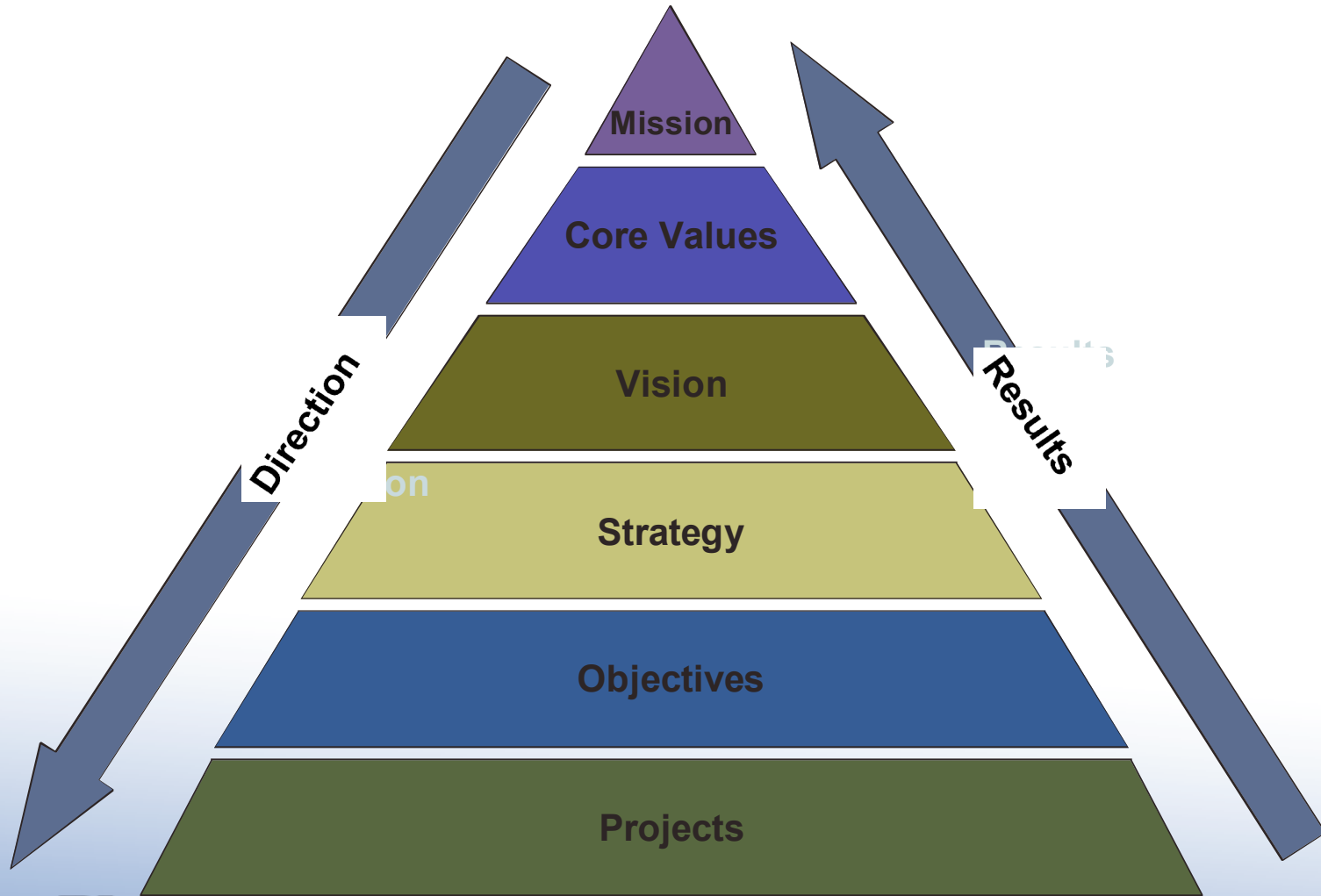
Real-Life Projects, Inc.

**Jennifer Tharp, PMP**

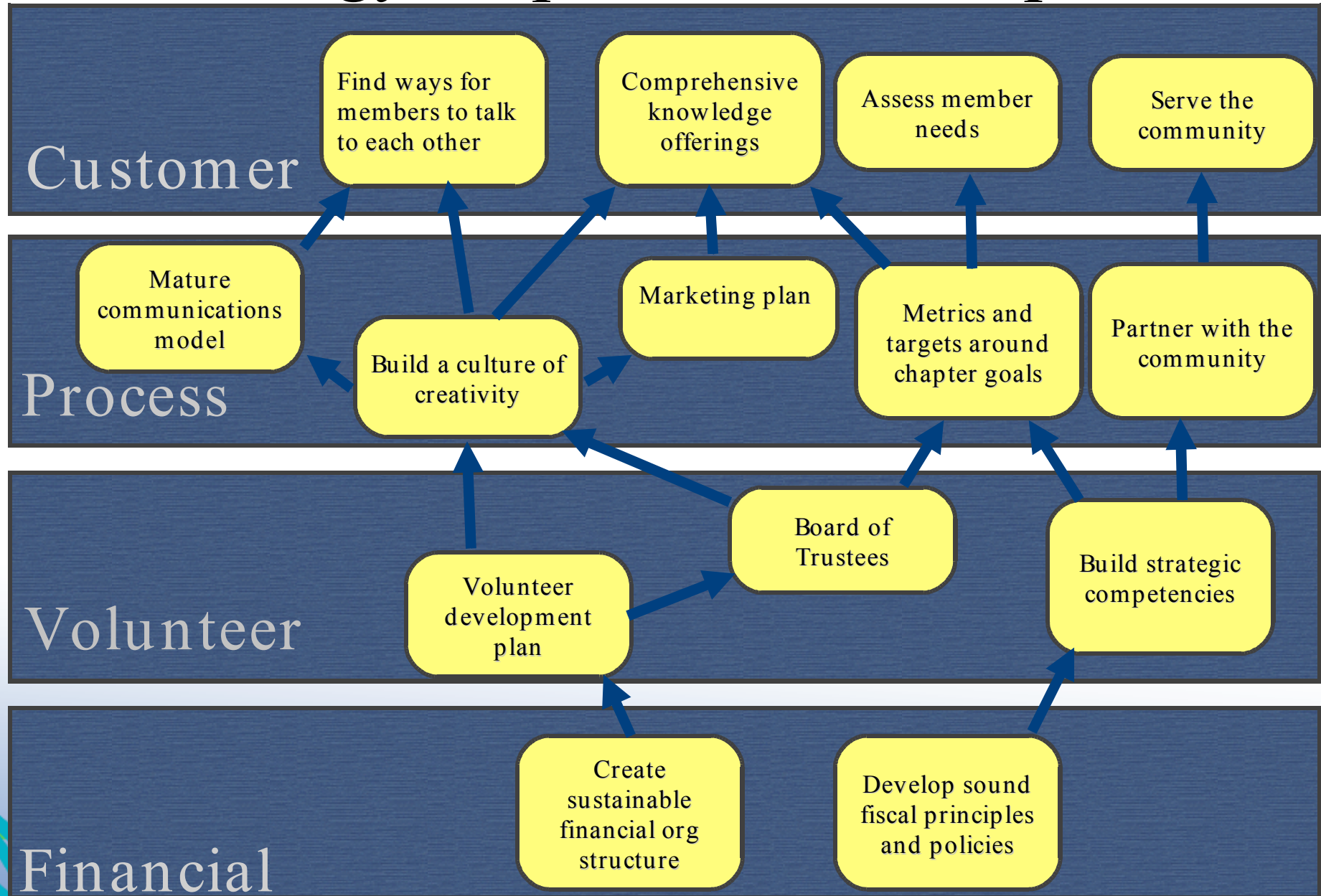
President

Mastodon Consulting

# Strategic Planning

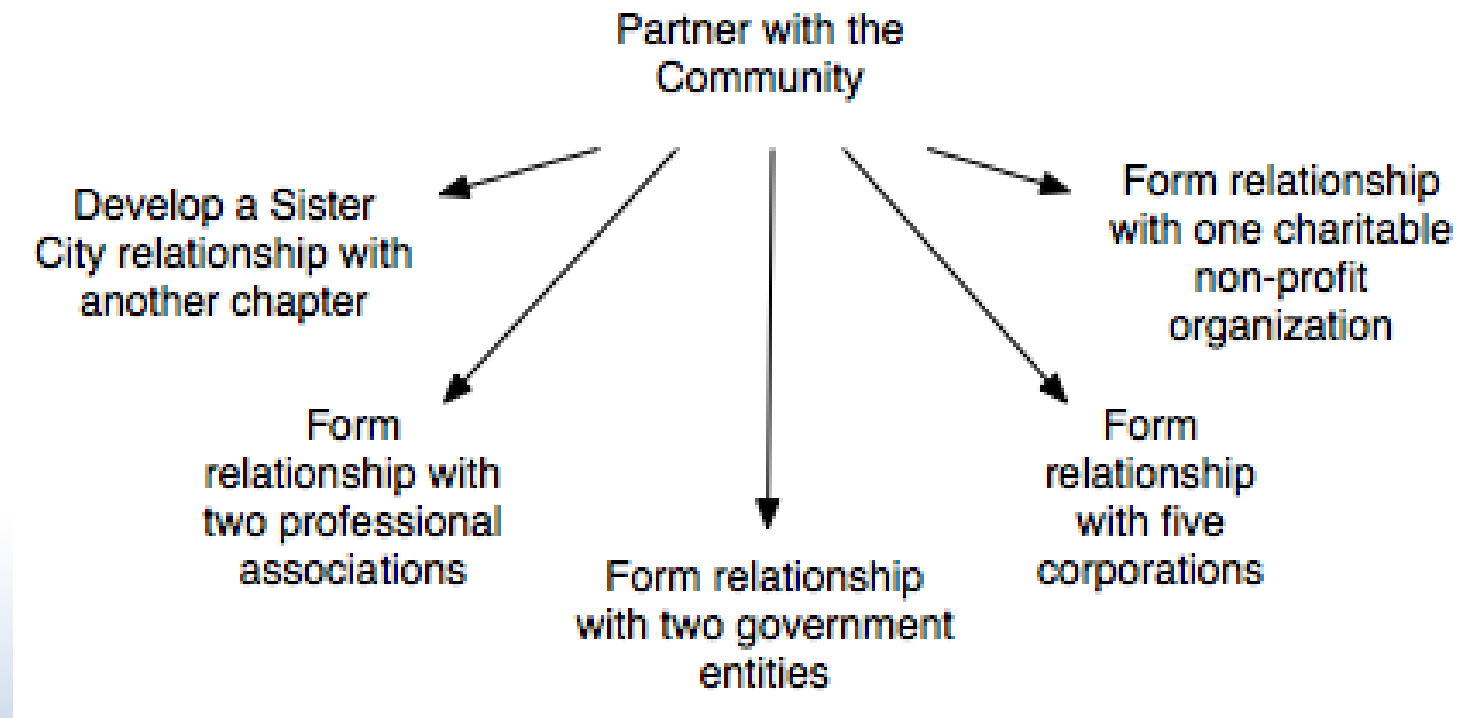


# Strategy Map for a PMI Chapter



Financial

# Projects support each strategic objective

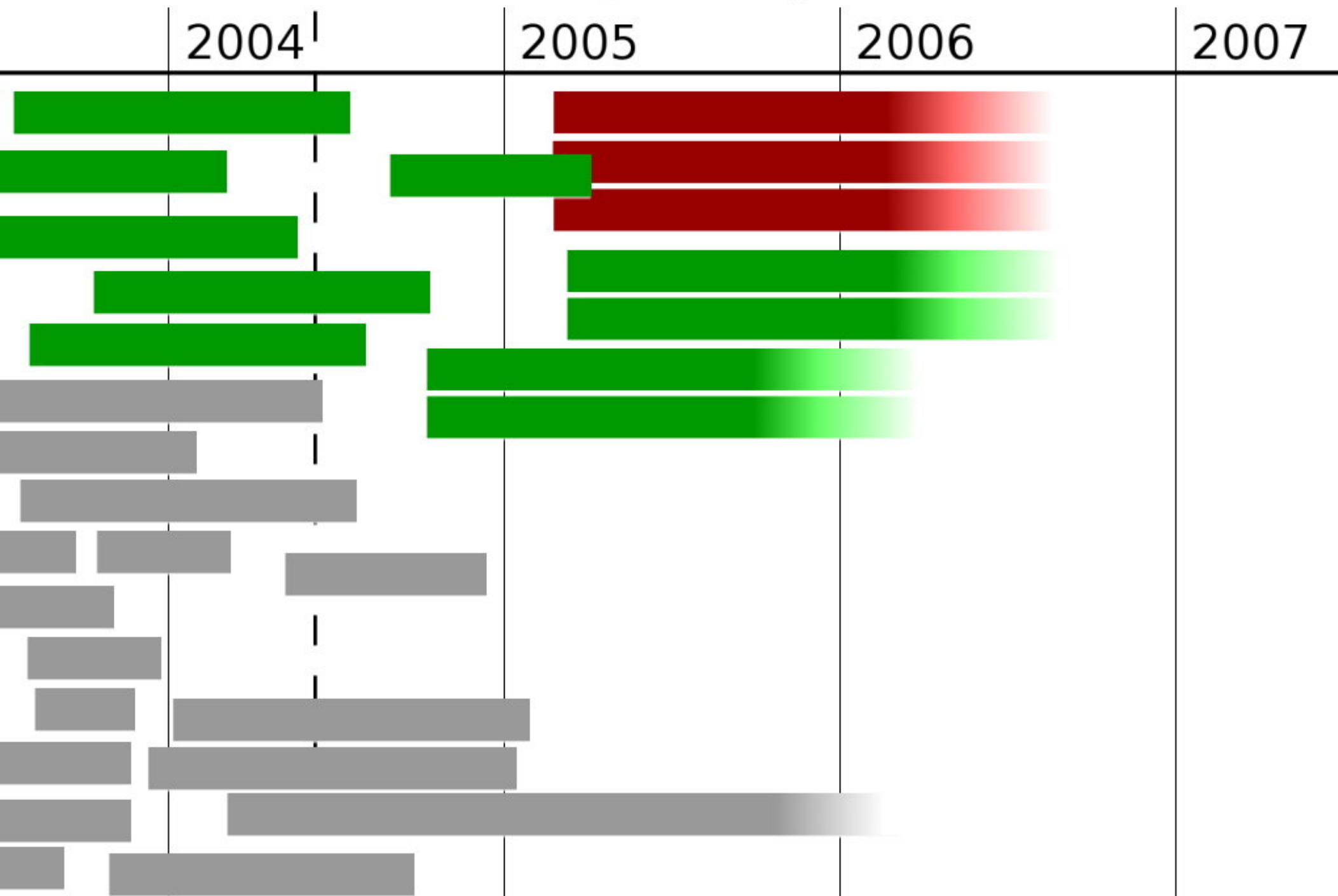


# Strategic activities for Southwest Airlines





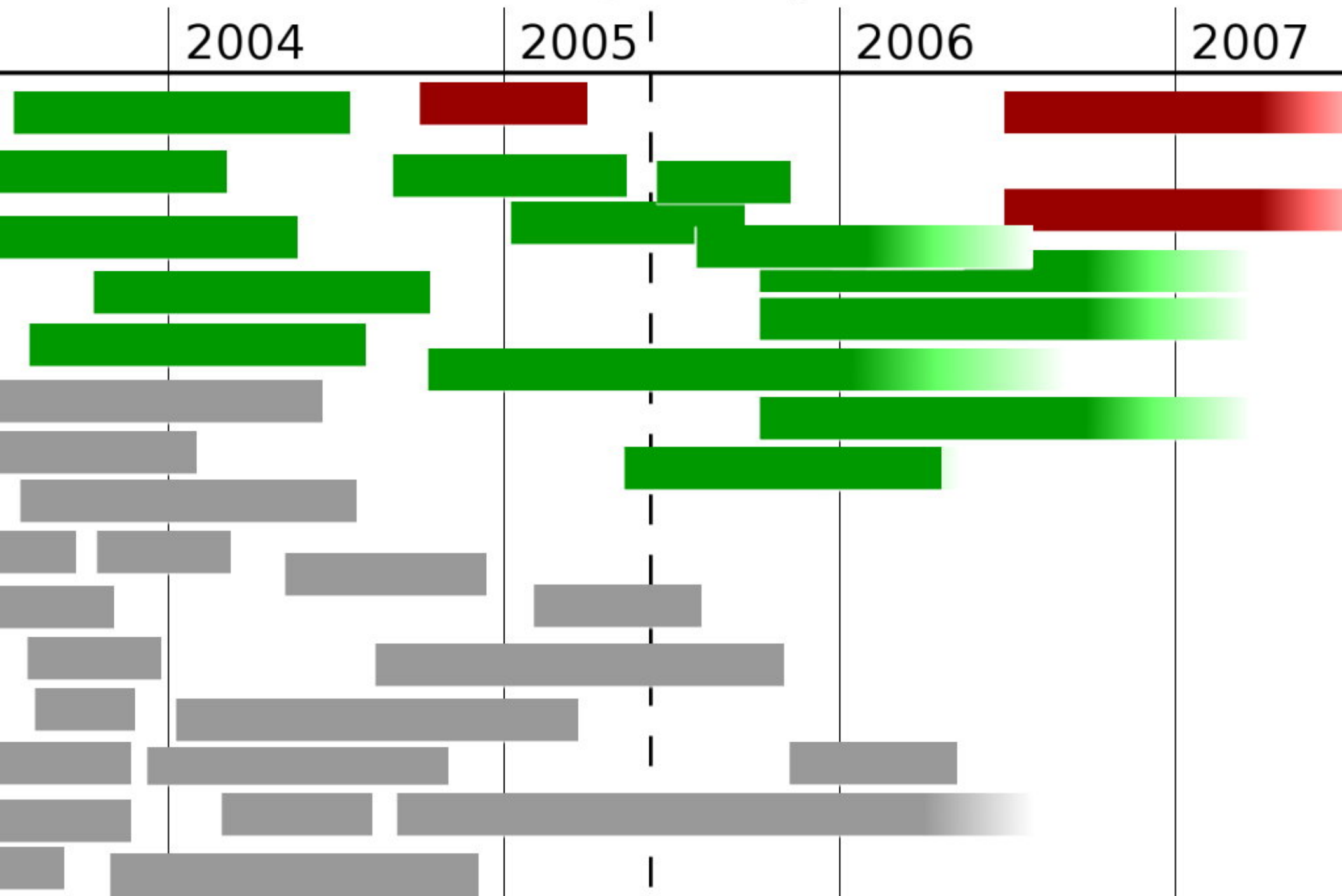
# Strategic Projects



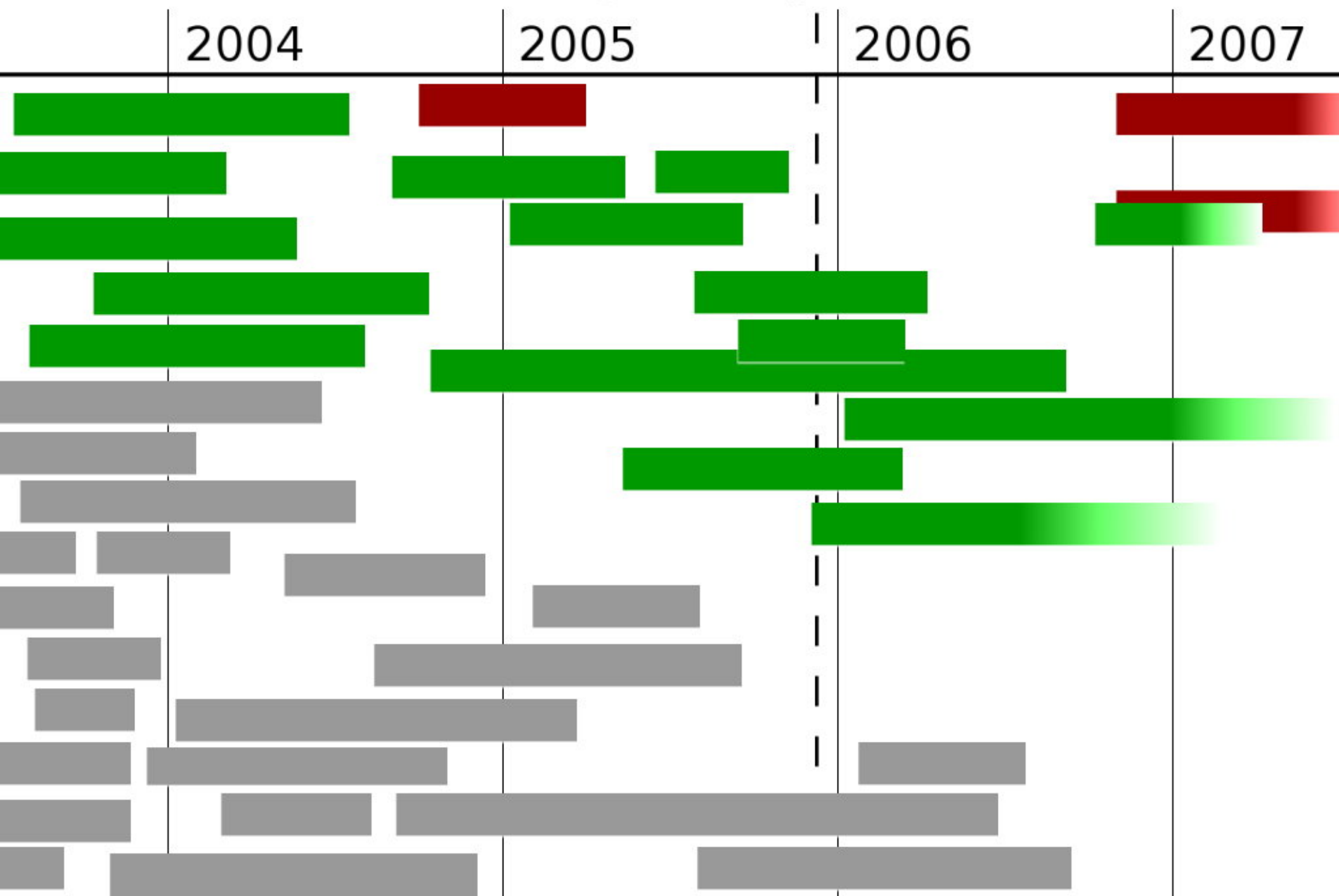




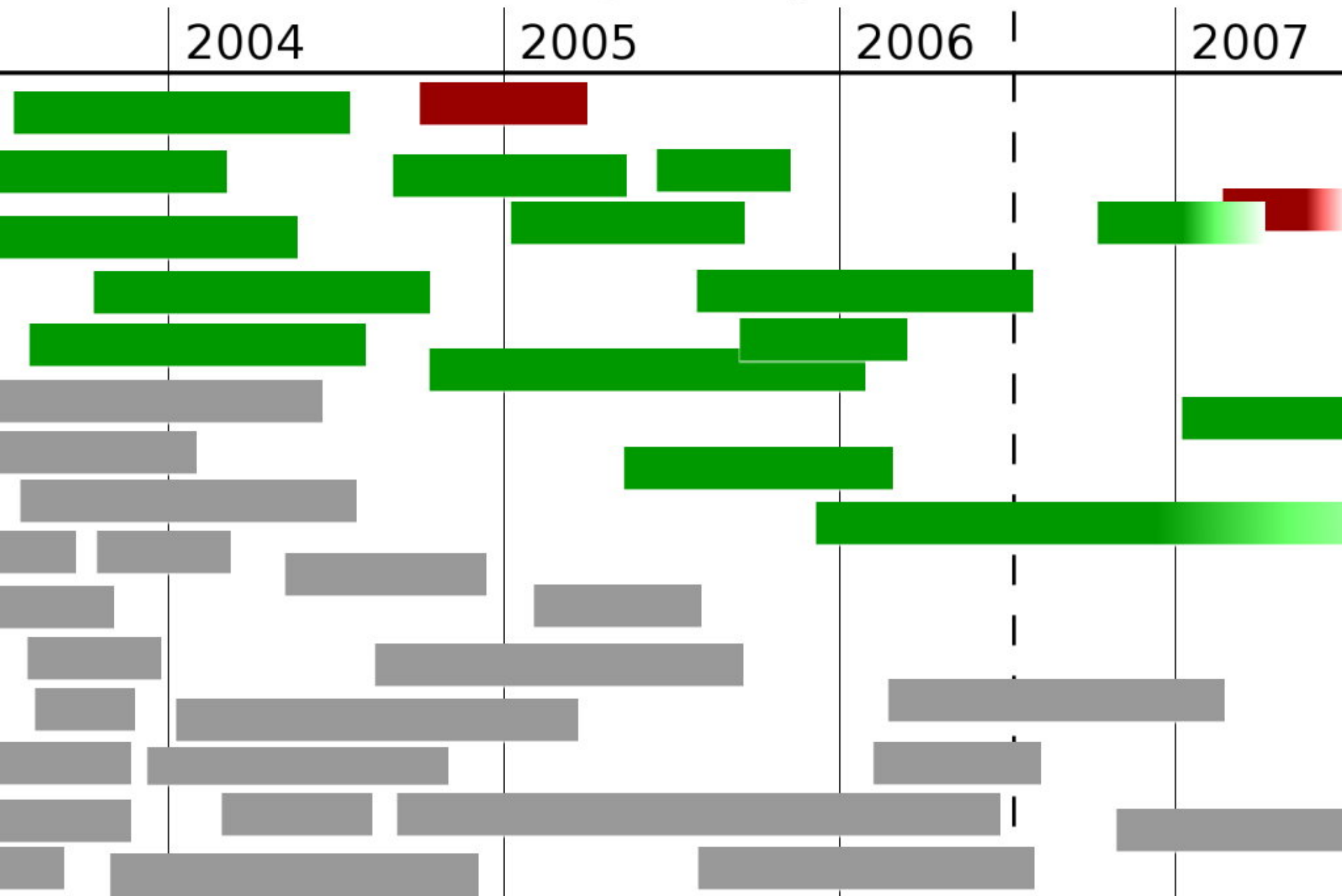
# Strategic Projects



# Strategic Projects



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