

 **Developing a Strategic Plan/ Roadmap for Your MRC Unit**

|  |
| --- |
| **Mission Statement** |
| **Scope & Purpose of the unit** |
| **SMART Objective****1-****2-****3-** |
| **Recruitment Strategy** |
| **Retention Strategy**  |
| **Recognition strategy** |
|  **SWOT** **Strengths****Weaknesses****Opportunities****Threats** |