
WHY DID THE PORT OF LITTLE ROCK CREATE A STRATEGIC GROWTH PLAN?

WE NEEDED A SHARED VISION

WE NEEDED TO CREATE EFFICIENCY WITHIN THE ORGANIZATION

WE NEEDED A WAY TO MEASURE SUCCESS

WE NEEDED TO ENGAGE THE BOARD AND CREATE A DIRECTION FOR THE FUTURE

WE NEEDED TO INCREASE OUR COMMUNITY ENGAGEMENT AND COMMUNICATION



TIGER GRANT COLLABORATION

- We brought a team together on the front end to better manage the grant process
- This allowed for a realistic approach to the project itself
- The team made sure the project aligned with our strategic growth plan
- We designed a project that was feasible for our organization and had a clear focus