

2018 IFEA WEBINAR SERIES



IFEA Webinar On Demand

Turning the Strategic Plan on Its Head
Jeff English, CFEE
Sr. Vice President/General Council
Kentucky Derby Festival
Louisville, KY



Checking boxes for the next three to five years. That's the common perception of how a strategic plan is supposed to work. Or better yet, get a group of people together for a day, come up with a book full of stuff to do, present it to the Board of Directors, have everyone clap and nod, then put it on the shelf and don't look at it for three years until it's time to develop the next plan. KDF needed a strategic plan, but it had to be one that we could use. For much of 2017 we worked on one, but maybe in a different format than what most are used to seeing. Join me as I walk you through how KDF prepared a strategic plan that addresses some of our core needs and how that plan has now permeated the culture of our entire organization!

Jeff English is the Senior Vice President and General Counsel for the Kentucky Derby Festival. After graduating from Washburn University School of Law in Topeka, Kansas in 2004, Jeff worked in politics and practiced law before joining the Festival staff in 2007. He is charged with overseeing all of the Festival's legal issues and serving as its risk management officer. He also manages the Merchandise Department and serves as the President of the Kentucky Derby Festival Foundation, the 501(c)3 charitable arm of KDF. He was named a member of the 2014 class of Louisville Business First's Forty Under 40.

Length: 60 Minutes

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