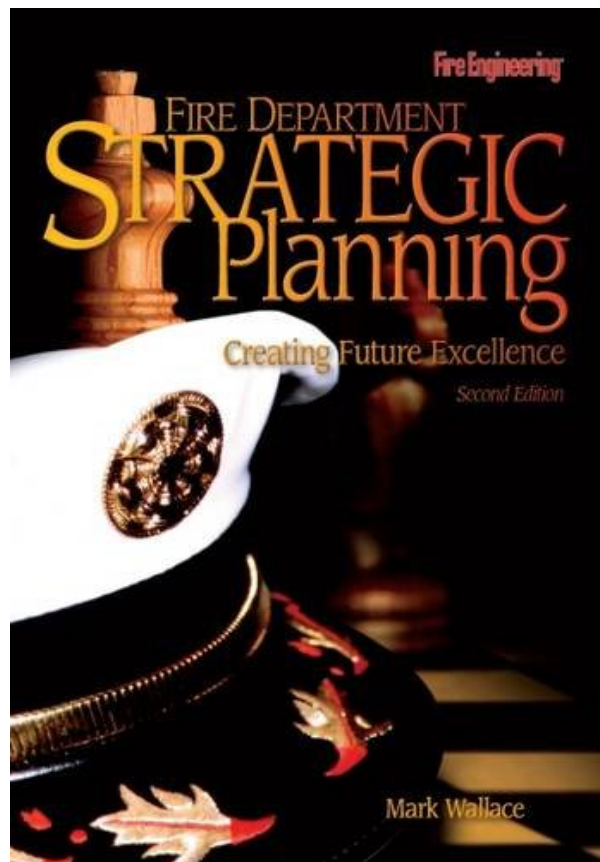
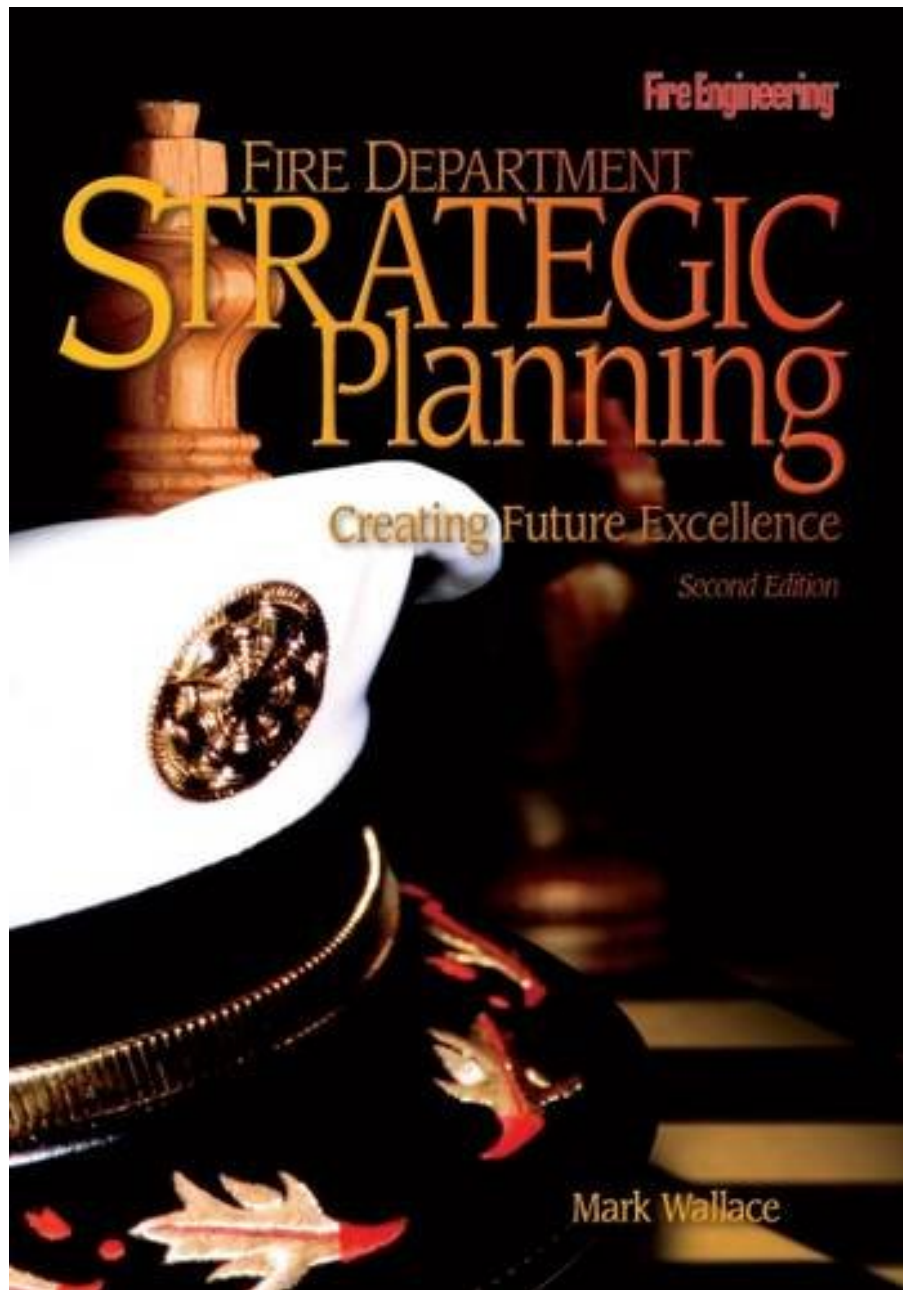


FIRE DEPARTMENT STRATEGIC PLANNING: CREATING FUTURE EXCELLENCE BY MARK WALLACE



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The second edition of Fire Department Strategic Planning: Creating Future Excellence by Mark Wallace provides application and implementation details for the Fire Department Strategic Planning Model. This edition is designed to be consistent with the critical elements of the accreditation process and its associated Accreditation Self-Assessment Manual. With the advancement of strategic planning among fire service agencies since 1998, the publishing date of the first edition, the second edition focuses more on maximizing the impact and keeping the department's current strategic plan up to date. The "how-to approach" of the first edition remains for those first-time strategic planners.

About the Author

Mark Wallace is fire chief of the city of McKinney (TX) Fire Department. He came to McKinney from Golden, Colorado. In May, 2005, Chief Wallace completed 36 years in the fire service and has served in every functional position. He is a graduate of the Executive Fire Officer Program at the National Fire Academy. He was awarded his Chief Fire Officer Designation by the Commission on Chief Fire Officer Designation in 2003. He holds an associate's degree in fire science technology, a bachelor's degree in business administration, and a master's degree in public administration. He is the sole proprietor of Fire Eagle Limited, a consulting firm specializing in organizational effectiveness and the teaching of strategic planning.

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Successful fire service leaders know that a fire department that isn't moving forward is dying or, at least, in danger of dying. In this second edition, author Mark Wallace succinctly points out that if you don't know where you're going, any road will take you there. Fire departments that know where they are going, know the environment in which they must operate, and have identified how to get there have the best chance of achieving their goals and desires. These concepts form the foundation of strategic planning. They challenge fire chiefs to escape from the typical operational thinking, to begin strategic thinking, and ultimately to manage their organizations strategically.

Readers will learn about the strategic planning process and why each of the steps in the process is critical if the plan is to succeed. More importantly, while the strategic planning process may be thought of as extremely complicated this book remove the mystery that some think of when considering strategic planning by providing timely advice and easy to use tools to assist in the strategic planning process.

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Fire Service Strategic Planning

By Al R.

After a long search, I found this book to be the best reference on the market for the strategic planning process for volunteer fire services. It also covers career departments. We are presently in the beginning of the process. The book lays out a step-by-step process specifically for the fire service. Other books on strategic planning are business-orientated and include topics unrelated to the fire service. It provides definitions, explanations, recommended survey questions and everything else you may need. The author also has built flexibility in the process for each department because of different organizational structures, cultures, missions, etc. It is comprehensive and I recommend utilizing this book, even if you plan to hire a consultant to lead you through the process.

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