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

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