

STRATEGIC PLANNING



Strategic Planning

- **Strategic:** Of or pertaining to the science or art of...command as applied to the overall planning and conduct of large-scale operations; a plan of action resulting from the practice of this science.
- **Plan:** Any detailed scheme, program, or method worked out beforehand for the accomplishment of an object; a proposed or tentative project or goal.

SIX STEPS TO ORGANIZATIONAL SUCCESS



1. Make an organizational commitment to do strategic planning...or not to do it.... you must make a conscious organizational decision.

- Select a planning group
- Discuss pros and cons of doing strategic planning
 - -Pros:
 - -Cons:
- Determine how much time the association has or wants to take, to develop a plan.
- Who will participate...who are the players in the planning process...the stakeholders?
- Where and when will planning sessions be held?
- Who will oversee the process and keep it on track? -

2. Take stock - who are we now?- review your organizational history

- Write or review your organizations mission statement -
- Assess “who are we now?” by:
 - - Evaluating internal strengths, weaknesses
 - - Evaluating external opportunities and challenges

3. Set goals - goals are what you want to achieve

- Where does your organization want to be in one year, three years - longer?
 - Make goals very specific
 - Be sure your goals are inspiring
 - Consider classifying goals into 3 categories:
 - external
 - internal
 - community outreach
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4. Develop strategies for achieving your goals

here is where you answer the question, How do we get there from here?

- For each goal, create a strategic time line with a sequence of steps leading to the goal.
- Narrow your list of goals and accompanying time lines to the ones you are actually prepared to adopt and implement.
- For each time line, estimate the time, money, and other resources needed.
- Write it down!

QUESTIONS FOR YOUR ASSOCIATION TO ANSWER

- 1. What is our purpose?
 - 2. Where are we now, in relation to our purpose?
 - 3. Where do we want to be?
 - 4. How do we get there from here?
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- A decorative graphic in the bottom right corner of the slide, consisting of several concentric circles of varying shades of blue, resembling ripples in water.

5. Implement Your Plan

- Use the plan to develop a detailed work plan for the coming year.
- Break each step into activities and specify who is in charge of the activity, when it will be completed, and how much it will cost.
- Use the work plan to develop your budget for the coming year.
- Keep the plan on everyone's mind
- How does what I/we want to do fit in with our long range goals and strategies?

6. Evaluate Your Plan and Your Progress

- Review progress at each board and/or committee meeting
- Annual review by the strategic planning committee
- Recognize everyone who is involved in achieving goals and “reaching the stretch.”

STRATEGIC PLAN CHECKLIST

A good strategic plan should be

➤ **FEASIBLE**

- Does the organization have the resources to carry out the plan?

➤ **MEASURABLE**

- Are the goals specific enough that you will know when you have achieved them?

➤ **TIME-SPECIFIC**

- Is the plan translated into comprehensible time lines and time-specific work plans with clear deadlines?

➤ **FLEXIBLE**

- Have you scheduled regular review sessions for assessment and revision?

➤ **INSPIRING**

- Does the plan give people a sense of something worth working for? Is it bold and imaginative?

➤ **IN WRITING**

- If the plan isn't in writing, you might as well not have a plan because everyone will have a different idea of what the plan is.