

Strategic Planning Overview

Plan Components



Planning Process

1. Decide about the plan (how it will be used) and the process (how it will be developed)
2. Assess the situation (strengths, weaknesses, opportunities, threats, and/or list of assumptions)
3. Establish Vision, Mission, and Strategic Direction
4. Establish Measurable Goals or Objectives
5. Establish Strategies (or Actions)
 - a. For each action,
 - i. Timeline
 - ii. Lead Responsibility
 - iii. Resources Required
6. Assess and Adjust
 - a. Plan for regular monitoring
 - b. Plan for deliberate revisions

Reasons for Having a Strategic Plan

1. Helps you make future decisions (provides a way to say no).
2. Helps attract members and funders
3. Provides a tool for evaluation and celebration
4. The strategic planning process builds shared understanding, buy-in, and unity.

