The STRATEGY GROUP, llc

ARE YOU READY FOR STRATEGIC PLANNING?

Many nonprofits talk about a "strategic plan" and "strategic planning" without ever having a complete understanding of why they need it or what's involved on behalf of their organization.

Strategic planning helps you to set a clear direction, identify your differentiators, and make wise business decisions. Our goal is to help organizations strengthen their impact and manage their operations as efficiently as possible. Strategic plans are not wish lists, report cards or marketing tools. They are living documents that clarify what sets you apart and where you need to focus for long-term sustainability.

Here are some key questions you should answer as you embark on the "strategic plan" journey:

KEY STAKEHOLDERS

1. Is strategic planning a priority for your board right now?
2. Is there strong support from your staff leadership for strategic planning?
3. Is there a commitment from a key board or staff member to lead the planning process?
4. Can you identify 6–12 staff and board members who have the time and energy to invest in strategic planning?

ORGANIZATIONAL CHANGE

5. Do you anticipate any major changes programming, funding or staffing in your organization over the next year?
6. Have you identified some key issues that need to be addressed in the planning process?
7. Is your organization open to implementing organizational change that a new plan may call for?
8. Does your organization have a history of successfully implementing projects or initiatives?

As you answer these questions, you'll see that for a successful strategic planning process, you need focus, strong commitment, and an internal champion. Do you have those?

☑ If you answered **"YES"** to more than four of those questions, it sounds like you are ready for a strategic plan.

☒ If you answered **"NO"** to more than two of these questions, you may need to address those questions and challenges first before moving forward.

We would love to discuss with you wherever you are on your strategic path and guide you toward your goals of mission related excellence. Please contact us at **info@thestrategygroupllc.org** to talk about a full strategic planning process or prepare you for a strategic plan.

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STRATEGIC PLANNING PROCESS

Here's how we help you create your strategic plan:

Environmental Scan

A systematic process to gather information from internal and external sources to inform decision making.

Vision

A statement of an organization's dreams for itself and/or the community it serves.

Mission

A concise and compelling description of the organization's purpose.

Values

Beliefs or principles that guide the organization in achieving its mission.

SWOT Analysis

Identification of an organization's internal Strengths and Weakness
in relation to external Opportunities, and Threats.

Critical Issues

Priorities ranked as the most important to address in the next five years.

Goals

A set of broad and strategic steps that articulate what the organization wants to achieve.

Strategies

Quantitative steps derived from the goals that answer the question, "How do we plan to accomplish this goal?

Timeline

A detailed accounting of who will do what by when for each strategy.

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