

## OVERVIEW OF STRATEGIC PLANNING

### What is Strategic Planning?

Strategic planning is the process that an organization uses to determine its future directions and priorities. It is a disciplined process that involves a set of decisions about *what we want to do*, *why we want to do it*, and *how we will get there*. The objective of planning is to develop a practical tool that will guide the organization into a defined future and provide important measures of success.

### Benefits of Strategic Planning

A strategic plan improves organizational performance by:

- identifying the most effective allocation of resources
- focusing efforts
- creating a proactive response to changes in the environment
- ensuring Board and staff are working towards common goals
- providing a useful tool for marketing the organization to the public and potential funders.



## Steps in the Strategic Planning Process

### 1. Vision, Mission, Values

*Why do we exist? What do we seek to accomplish? What would the future look like if we accomplished all of our goals?*

### 2. Environmental Scan

#### A. Stakeholder Analysis

*Which person, organization or group has an investment in our future?*

#### B. SCOT Analysis

*What are internal strengths and challenges?*

*What are external opportunities and threats?*

#### C. Competitive Analysis

*What are our strengths and weaknesses in relation to our competitors?*

### 3. Strategic Priorities and Goals

*What are our strategic priorities for the next 3-5 years?*

*Which goals will advance these strategies?*

### 4. Actions, Accountabilities and Performance Measures

*Who will do what by when? How will we measure achievement?*

### 5. Communication

*How will we communicate the plan to stakeholders?*

### 6. Plan Review and Management

*How will we monitor our progress? When will the plan be updated?*

