

# **STRATEGIC PLANNING**

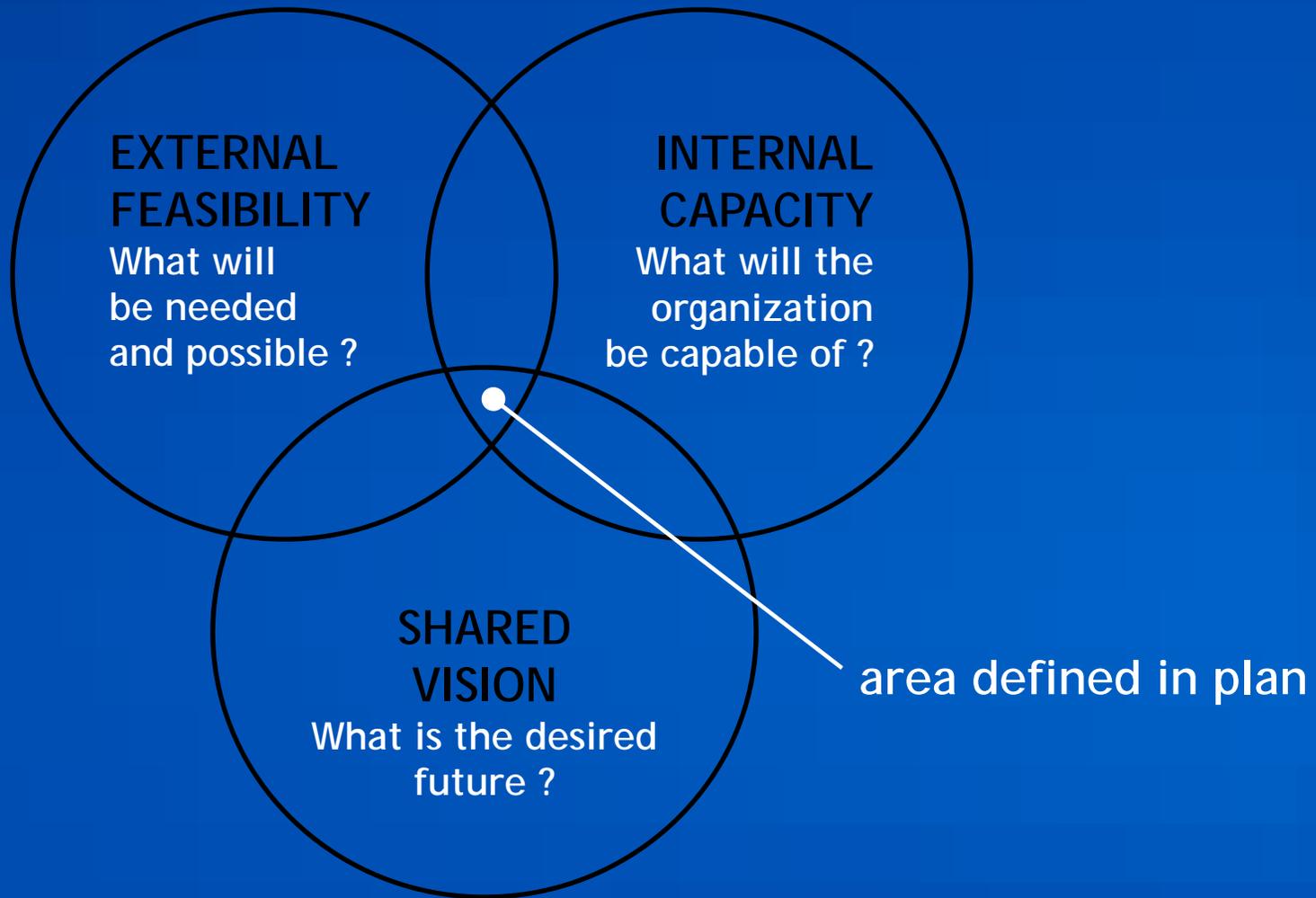
# Strategic Planning

is a comprehensive organizational process of adaptation through assessment, decision making, and evaluation. Strategic planning seeks to answer the most basic question about why the organization exists, what it does, and how it does it. The result of the process is a completed plan that serves as a guide for organizational action for the next 3 to 5 years.

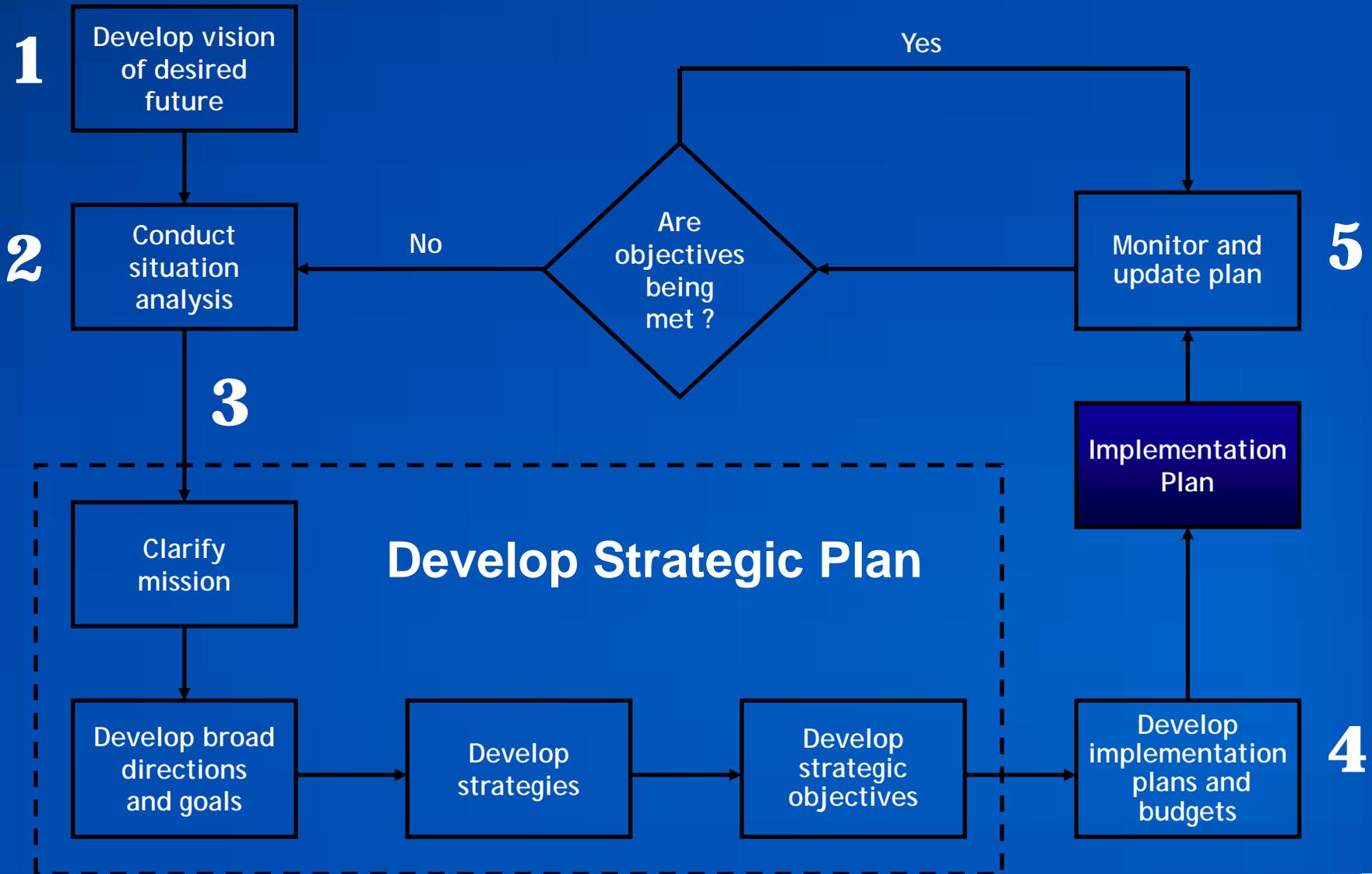
# Characteristics

- Concerned with adapting to a changing environment
- Future oriented
- Comprehensive
- Consensus-building process

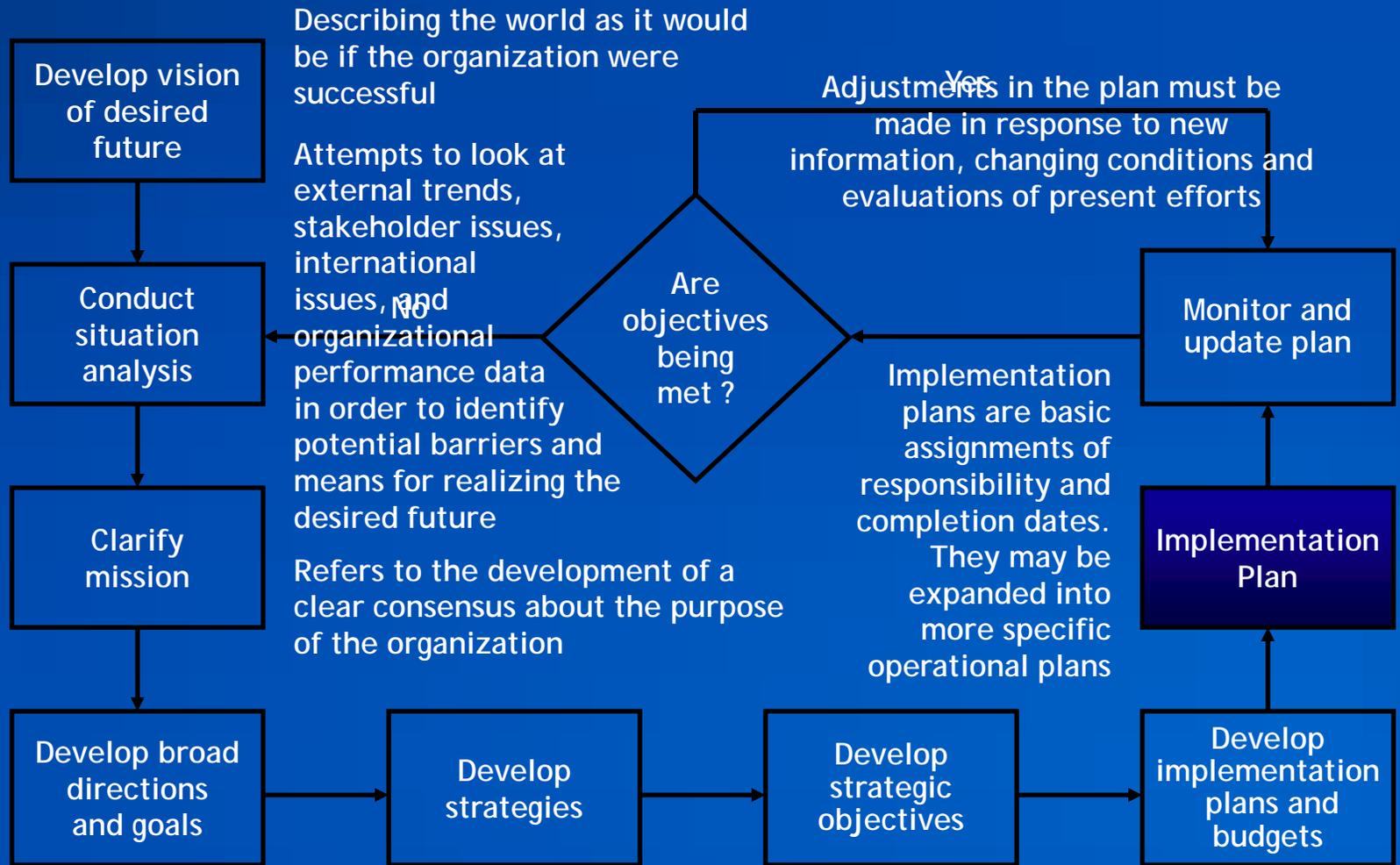
# Parameters



# Phase & Timeline



# Process



Describing the world as it would be if the organization were successful

Attempts to look at external trends, stakeholder issues, international issues, and organizational performance data in order to identify potential barriers and means for realizing the desired future

Refers to the development of a clear consensus about the purpose of the organization

Adjustments in the plan must be made in response to new information, changing conditions and evaluations of present efforts

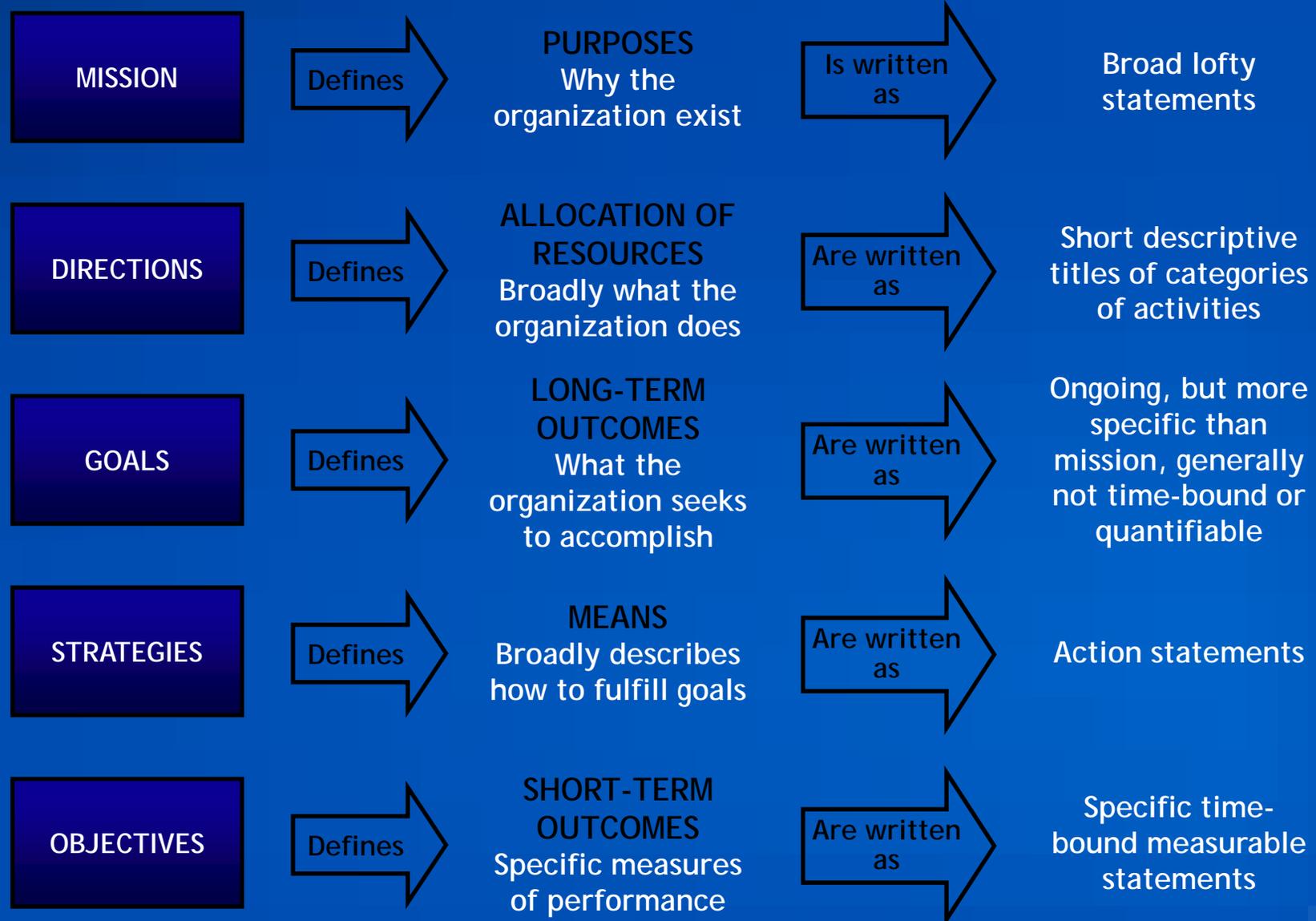
Implementation plans are basic assignments of responsibility and completion dates. They may be expanded into more specific operational plans

Directions are the basic divisions of resources. Organizational goals describe what the organization seeks to accomplish by allocating resources in each of these directions

Strategies are the means for accomplishing these goals

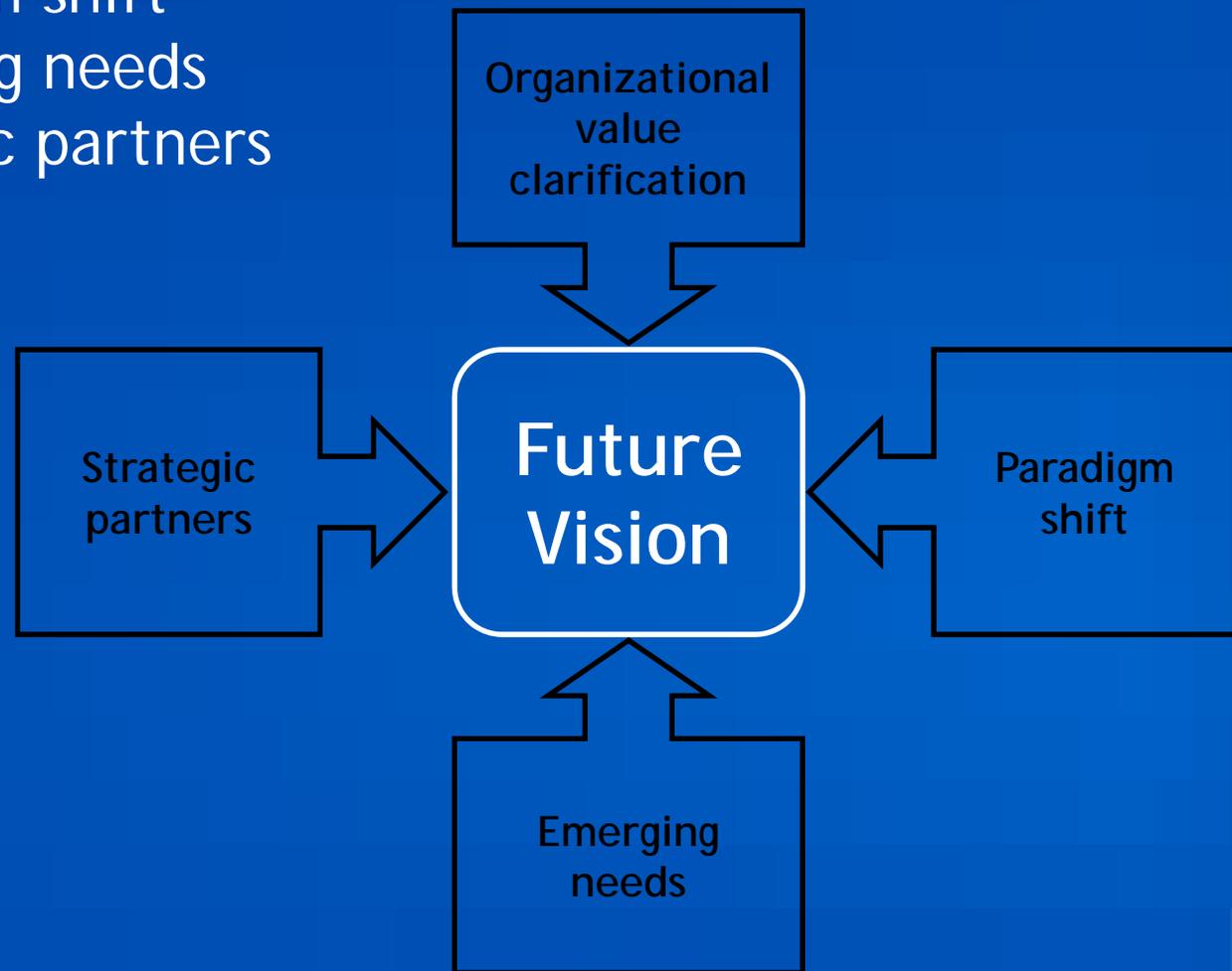
Objectives describe specifically what each strategy is designed to accomplish. They are measurable outcomes of the strategy implementation and are written in terms of when and how much

# Elements



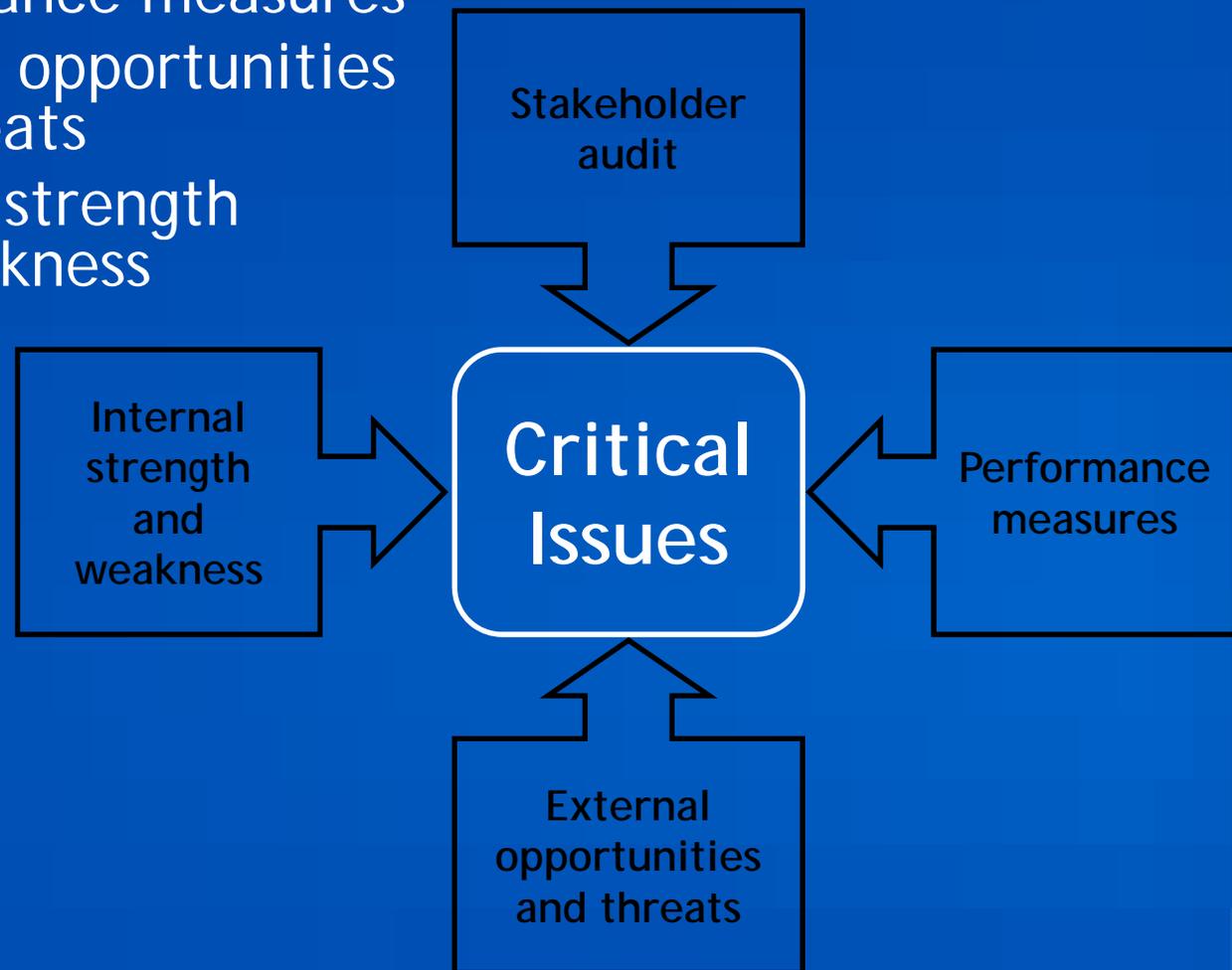
# 1 Develop vision of desired future

- Organizational value clarification
- Paradigm shift
- Emerging needs
- Strategic partners



## 2 Conduct situation analysis

- Stakeholder audit
- Performance measures
- External opportunities and threats
- Internal strength and weakness



### **3 Develop Strategic Plan**

- Mission statement
- Directions
- Goals
- Developing Strategies
- Developing Strategic Objectives

### **4 Develop Implementation Plan**

- Assignment of responsibility
- Budgeting

### **5 Monitor and Update Plan**

- Review
- Update and Adjustments

“Cheshire Puss,” Alice began, “Would you tell me please which way I ought to go from here?”

“That depends a good deal on where you want to get to,” said the cat.

“I don’t much care where ...,” said Alice.

“Then it doesn’t matter which way you go,” said the cat.

“—so long as I get somewhere,” Alice added.

—Lewis Carroll

**Like Alice, we are asking questions about our future direction. These organization see so much to be done, and we express a great passion to “get somewhere”. Unfortunately, turning passion to consensus and articulating a clear direction are often difficult task for us. The Cheshire Cat, a wise strategist, recognized that mapping out a plan is useless in the absence of well-defined purpose.**

**Are you ready for Strategic Planning ?**