

10 STEPS TO STRATEGIC PLANNING



It is in strategic planning that many of the roles of a nonprofit governing board and responsibilities of management intersect. Establishing and guarding the mission, insuring organizational performance, funding, and financial management, quickly come to mind. In a sense, strategic planning is the creation of a roadmap for an organization's journey into the future. The development of the roadmap, *the strategic plan*, first requires preparation. And once completed, the roadmap needs to be followed, which is to say that plans must be implemented. Here are ten steps in a process of taking the journey.

PREPARATION

"Preparation requires commitment."

1. GUIDING CONSIDERATIONS – *"How will we approach strategic planning?"*
2. BACKGROUND INFORMATION – *What do we know about ourselves?"*

PLANNING

"Planning requires preparation."

3. FOUNDATIONAL FOCUS – *"Who are we?"*
4. ASSESSMENTS – *"What is our current reality?"*
5. VISIONING – *"What would we like to see in the future?"*
6. STRATEGIC INITIATIVES – *"What will we do next to get there?"*

IMPLEMENTATION

"Implementation requires planning."

7. BUDGETARY PRO FORMA – *"How will we pay for it?"*
8. ANNUAL GOALS – *"What will we do this coming year?"*
9. ACCOUNTABILITY – *"How will we stay on task?"*
10. READJUSTMENTS – *"What do we need to modify?"*