

The Strategic Planning Journey

Key questions for a great strategic plan

Where are we starting from?



Situational analysis:

To inform the decisions you'll make you need to look inwards to know what your organization does well and where you struggle, and look outwards to understand the broader context in which you work.

"You can't read the label when you're in the jar."



What is the problem we need to solve?

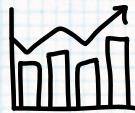
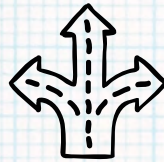


Problem statement:

You can't bring about lasting change unless you know the problem you need to solve. The thing that's blocking your mission from being achieved - is ultimately the problem you need to solve.



What do we want to achieve?



Vision & Mission:

Your vision is your organization's ultimate 'dream' of the future, and your mission is what your organization seeks to accomplish in order to achieve that ideal future.

How will we do it?

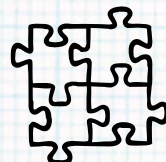


Goals & objectives:

Goals (bigger picture and longer-term) and objectives (more specific and short-term) outline the most important work that an organization needs to achieve in order to deliver on its mission.



What do we need to get there?



Organizational growth:

A good strategy needs to clearly set out the internal organizational capabilities and resources you will need to deliver on your goals and mission.