

Tips and URLs for Strategic Planning

TIPS

Four simple rules can help ensure that your strategic plan succeeds:

- make your planning process inclusive,
- make sure your plan is realistic,
- make a commitment to evaluation and
- gain the support of your board of trustees/directors.

(from “How to Ensure that Your Strategic Plan Becomes a Valued Tool *by* Michael Burns 1994, Brody, Weiser & Burn Consulting)

How to Communicate Your Plan

Certain groups of stakeholders might get complete copies of the plan, including appendices, while other groups (usually outside of the organization) might receive only the body of the plan without its appendices.

1. Every board member and member of management should get a copy of the plan.
2. Consider distributing all (or highlights from) the plan to everyone in the organization. It's amazing how even the newest director or staff member gains quick context, appreciation, and meaning from review of the strategic plan.
3. Post your mission and vision and values statements on the walls of your main office or board room. Consider giving each director and employee a card with the statements (or highlights from them) on the card.
4. Publish portions of your plan in your regular newsletter, and advertising and marketing materials (brochures, ads, etc.).
5. Train board members and employees on portions of the plan during orientations.
6. Include portions of the plan in policies and procedures, including the employee manual.
7. Consider copies of the plan for major stakeholders, for example, funders/investors, trade associations, potential collaborators, vendors/suppliers, etc.

- From http://www.managementhelp.org/plan_dec/str_plan/writing.htm

URL's and Websites

<http://www.mftrou.com/support-files/how-to-do-a-swot-analysis.pdf> :

Simple 3-page “How-to” description and process of conducting a SWOT analysis “101”. From Management for the Rest of Us (6/1/09)

<http://www.planonline.org/planning/strategic/swot.htm> :

A fairly comprehensive, digestible and easy-to-read set of downloadable worksheets guidelines and other resources for strategic planning (and marketing), including templates and simple group process tools and communication reminders. PlanOnLine.org, from the Center for Strategic Plans (6/1/09)

http://managementhelp.org/plan_dec/str_plan/str_plan.htm

Strategic Planning (in nonprofit or for-profit organizations): A VERY comprehensive site, with materials specific to non-profit and for-profit corporations. Contains everything from facilitation guides, mission & vision statement development, plan development, utility, deviating from your plan, on-line resources, books, and journals.

The Free Management Library, from Authenticity Consulting, LLC (6/1/09)

<http://www.planware.org/strategicplanner.htm>

This site hosts a lot of free printed information as well as software and planning resources for purchase, which is helpful for developing a sense of the options and tools available. Be judicious and conservative if considering purchasing software, avoid committing to a system that's difficult or more complex than you need. (6/1/09)