

Good Strategic Planning is...

Moderated Independently

Strategic planning is a time to listen to the crowd, not the loud.

While it may sound harsh to say we all have agendas, it is certainly understandable that we all have ideas for moving things forward. The problem is that we also carry biases, experiences, and perspectives that can be valuable but limiting. An outside moderator removes any inherent bias in the conduct of the meeting and ensures all voices are heard while adding an outside perspective.

Documented and Designed for Accountability

Who took photos of the whiteboard? How did we manage to lose giant Post-it pages!?!

A strategic plan should serve as an action-oriented guide or map to your organization's growth. A well-documented plan is clear and concise. It should be simple, easily accessed, and designed for accountability.

Limited in Scope

Three years ago, there was a pandemic and global shutdown that no one had in their strategic plan.

The world moves and changes faster than ever before. Gone are the days of 5-10 year vision boards and plans. Make a plan that the people in the room can all become invested in because they'll be around to see it happen. A one to two-year plan allows for growth as well as flexibility.

Ambitious but also Realistic (S.M.A.R.T. Goals)

Please don't plan to win a grant from Mackenzie Scott. Please.

You can't plan to win grants or budget for growth without actionable steps to get there. Strategic planning goals should be:

- Simple
- Measurable
- Achievable
- Relevant
- Time-Bound