Key Takeaways

Strategic Planning addresses the organization’s concerns regarding its:
- Future
- Vision and Direction
- Responsiveness to Environment
- High-Level Goals
- Sustainability

Make certain that your organization is ready for strategic planning; Consider whether contingency or scenario planning will be helpful

Involve all key stakeholders, particularly those expected to contribute to its implementation

The planning process is far more important than the resulting document:
- Determine organization’s goals for engaging the planning process
- Find and take the time to get people together to sit down and discuss
- Get a neutral/skilled someone to facilitate the discussions
- Make sure you have the required background and external information
- Confirm the organization’s mission, vision and values, then proceed with planning
- Ask the hard questions; Be realistic
- Set and comply with deadlines

Write up the plan as a fluid document; create a condensed version for ready reference; revisit and modify frequently

Legitimize the process and plan document by making sure the numbers/dollars work

Align job descriptions, performance evaluation and other foundational guides with the strategic plan

Remember that a strategic plan is one of the most vital indicators of “an organization of excellence,” and the plan document is perhaps the organization’s most important resource development/advancement tool