# **STRATEGIC PLANNING**



## **IMPLEMENT AND REVIEW**

Use your plan like a map to keep you going in the right direction.

The most successful organisations review their goals regularly to make sure they are staying on track.

To see how your actions have been shared around. you can use your action plan to generate separate action lists for committee members and other volunteers

After you've written your goals, SWOT and action plan, you can turn your WHY into your Mission. Vision and Values.

## TIMEFRAME AND DELEGATION

Set up a budget to fund each action

Set a timeframe for each action

Delegate each action to a 'leader'

Note estimated costs for each action



What do you need to do to achieve your goals?

What can you do to fix your weaknesses?

How can you capitalise on your strengths?

What can you do to chase your opportunities and protect the organisation from its threats?



**START** by understanding WHY your organisation exists. This will be consistent with your constitution.



What you want to **ACHIEVE** 

Write them down

Think long term, not just about this year's events and activities

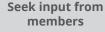
What goals can help you achieve your organisation's 'WHY'?

It's ok to DREAM BIG!



## Are you getting stuck?

Try drawing a picture of your ideas for a perfect organisation.



Surveys

Workshop

Face-to-face discussions



Strengths

What are you good at that's in your control?

# **Opportunities**

What could happen that would be good for the organisation (may not be in your control)?

#### Weaknesses

What is in your control that you need to do better?

#### **Threats**

What could cause problems for the organisation in the future?

**ACTIONS** 

