



Don't Let Your Strategic Plan Collect Dust.... Keep it Moving !!!

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STAY FOCUSED



HISTORICAL CONTEXT



- *Strategic plans are a disciplined, structured effort that produces actions to guides your purpose.*
- *The process and result is often unique, depending on the nature, size, culture and complexity of your organization.*
- *Nonprofit strategy has roots dating back to the 1970's from policy created by the Harvard Business School. S.W.O.T. is considered a primary strength of their model.*

[How to Write a Strategic Plan by Harvard](#)



LEARNING OBJECTIVES



- Capture the intersect between strategic thinking and planning.

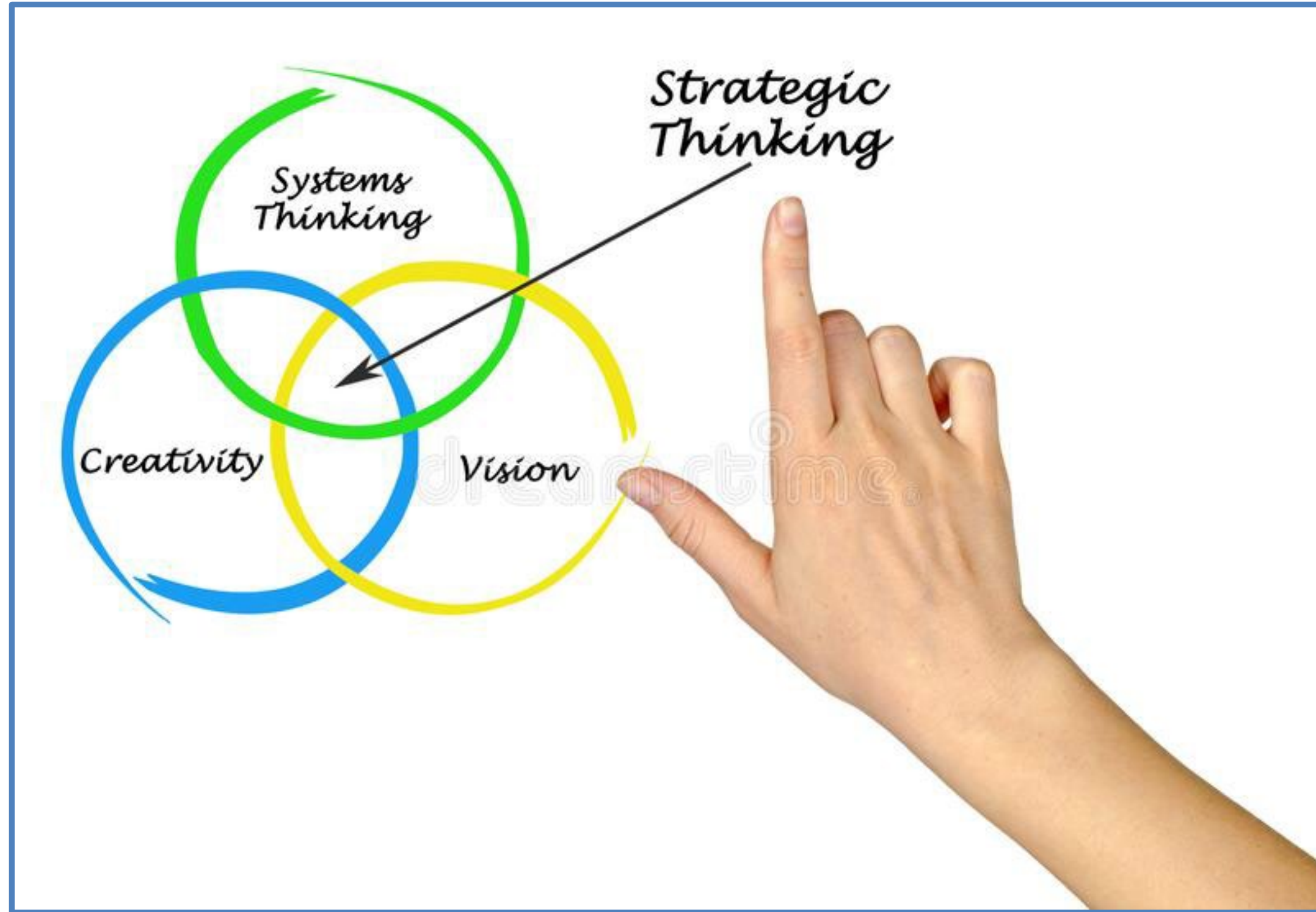


- Internalize the value of planning engaging multiple stakeholders.

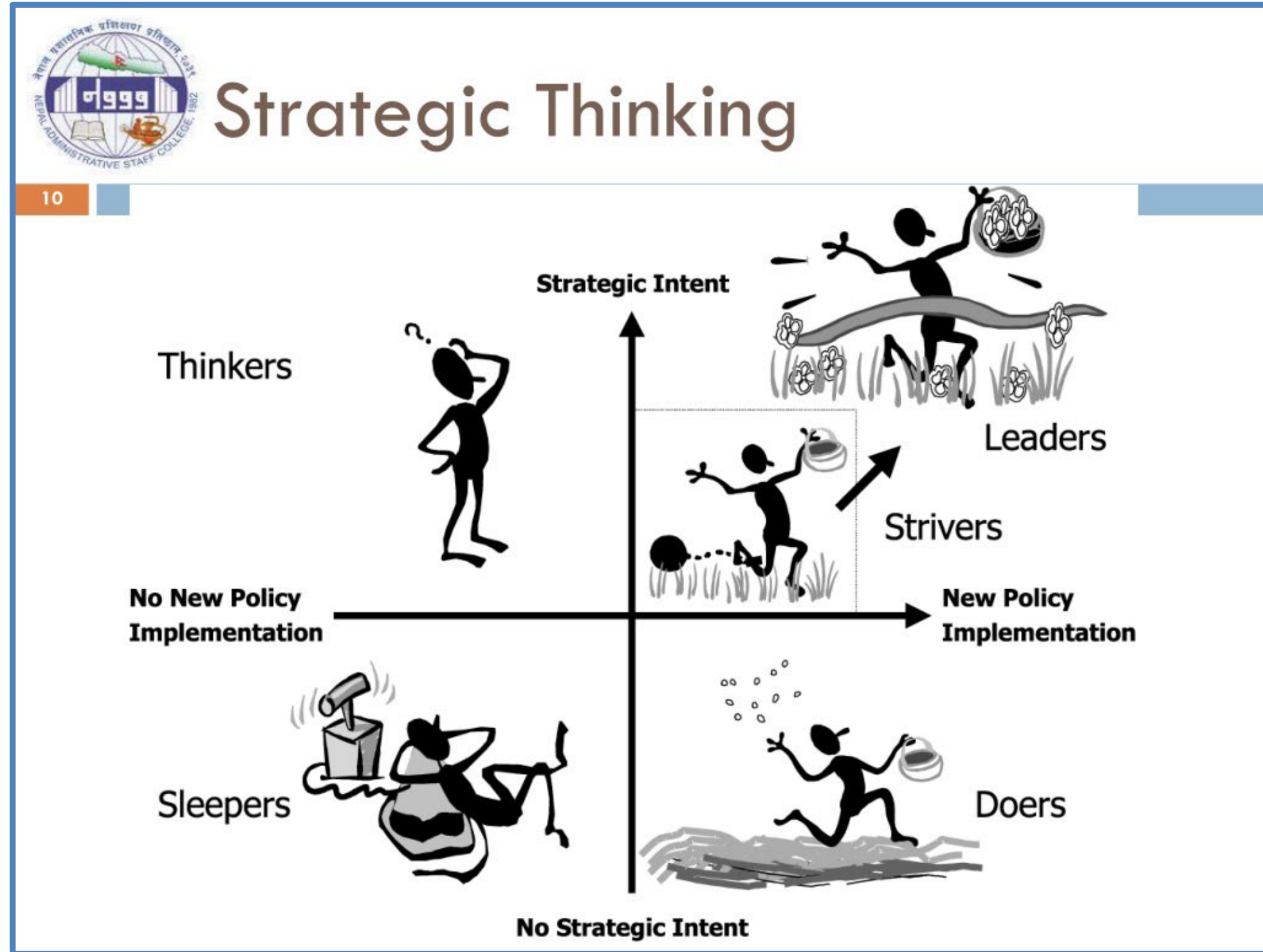


- Recognize that strategy must be a living, breathing process.

STRATEGY



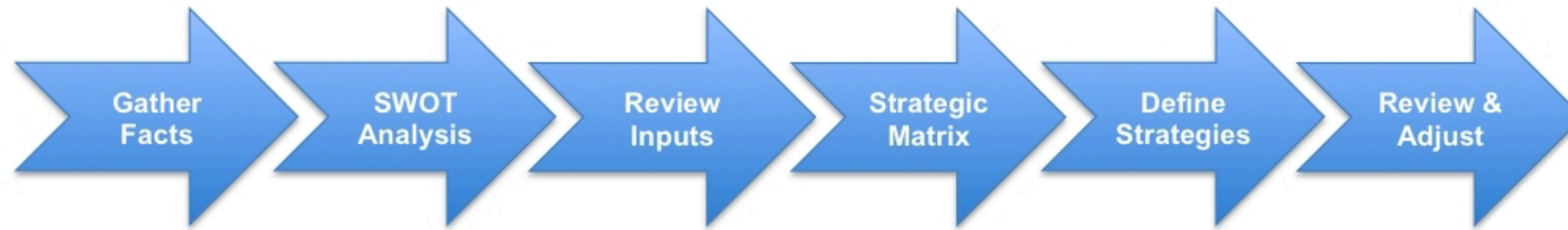
WHERE DO YOU SHINE?



THE PROCESS



Strategic Plan Process



Gather Inputs

- From all Stakeholders
- Customer analysis
- Competitor analysis
- Industry analysis
- Environmental
- Company performance
- Company strategies

SWOT Analysis

- External Analysis
 - Opportunities
 - Threats
- Internal Analysis
 - Strengths
 - Weaknesses
- Strategic Questions
- Strategic Issues

Review Inputs

- All Stakeholders
- Review Inputs
- Review SWOT Analysis
- Define 3-4 key statements

Strategic Matrix

- All Stakeholders
- Define Strategies to address SWOT combinations:
 - Opportunities vs Strengths
 - Opportunities vs Weaknesses
 - Threats vs Strengths
 - Threats vs Weaknesses

Define Strategies

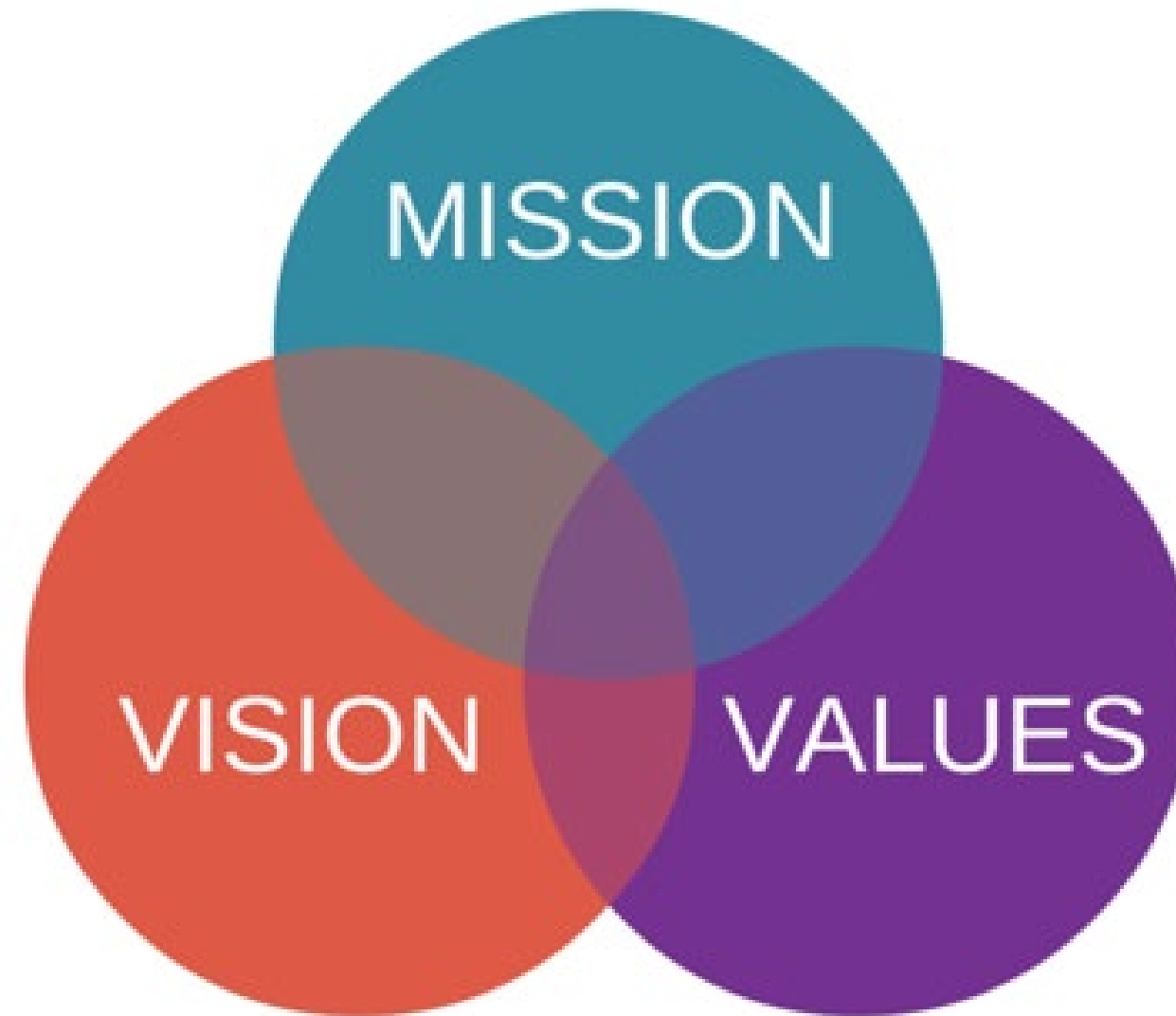
- Objectives
- Key Strategies
- Short and Long Term Goals
- Operational Plans

Final Reviews

- All Stakeholders
- Review Strategies
- Review Goals
- Review Plans
- Adjust as necessary



THE ESSENCE



THE CORE



GOALS & OBJECTIVES

Enter your sub headline here

Goals...

...are general guidelines that explain what you want to achieve in your water system – they are usually long-term and represent global visions such as “reduce pollution by ...” or “increase biodiversity by...”

Objectives...

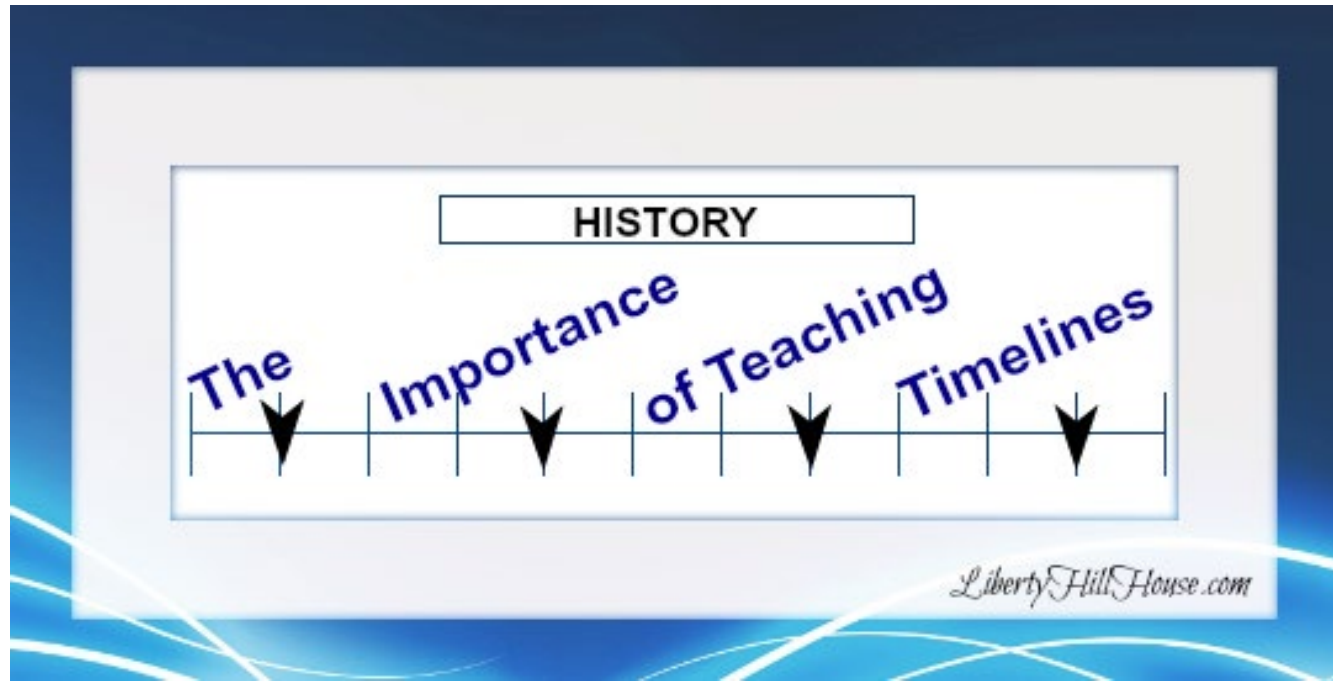
...define strategies or implementation steps to attain the identified goals. Unlike goals, objectives are specific, measurable, and have a defined completion date.

Actions...

...often, each objective is associated with a series of actions. Therefore, implementing a strategic goal typically involves implementing a series of actions along the way.



THE DISCIPLINE



ACCOUNTABILITY
is the glue that ties
COMMITMENT
to **RESULTS**



KEY ATTRIBUTES



- Systematic, involving numerous thoughts at every stage.



- Organizational capacity becomes an underlying component.



- Ultimately drives all activity, time and accountability.

THE BOARD'S ROLE



HOW DOES YOUR BOARD ENGAGE?



Or you may end up with this



Strategy should drive every board meeting



RESOURCES



[Traditional or Strategic Board Agendas](#)

[Nonprofit Strategy and Planning](#)

[Edyth Bush Institute at Rollins College](#)

[United Way of Florida](#)





Thank you !!!

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