

Seven Tips For Successful Strategic Planning

Tip #1

Develop specific, measurable, achievable, realistic and time-limited objectives that cover the time horizon of your strategic plan. For example, “Increase gross revenue from all sources by 27% by May 30th 2005”.

Tip #2

Produce a written plan. This written plan should be short, to the point and outline the decisions made. The written plan is the tool to communicate the decisions made; to your key stakeholders.

Tip #3

Focus on process and results. The way you develop your strategic plan can have as much to do about your organization’s long-term success as the actual strategy itself. Involve key stakeholders either as participants (directly or indirectly) or as information providers.

Tip #4

Focus your strategy on dealing with the key strategic questions first. If you have any burning strategic issues address them first. This frees the participants from wondering throughout the whole process when you’re going to deal with the issues and consequently allows them to engage more effectively throughout the whole process.

Tip #5

Implement the plan. Strategy without implementation isn’t going to move your organization forward.

Tip #6

When developing your strategic planning process keep in mind the issues you have to deal with, the stage of your organization’s development, the amount of information that needs to be gathered and reviewed, the number of stakeholders that need to participate, the organization’s strategic competence, (i.e. how well it has done strategic planning in the past) and amount of resources (including time) that can be allocated to the process.

Tip #7

Select the planning horizon for your strategic plan based on your specific needs. There is no magic in 3 to 5 years. Before you select your time horizon give thought to the degree of turbulence within your external environment, degree of turbulence within your organization and the extent to which you anticipate your organization’s existing strategy to change.

ABARIS Consulting Inc., a federally incorporated management consulting firm, began operations in 1999 with a singular focus – improved, affordable strategic consulting to non-profit organizations. At ABARIS Consulting, we serve all types on non-profit organizations, including:

- Charities
- Associations
- Fraternal Benefit Societies
- Educational Institutions
- Government Agencies

Our consulting practice is focused in five core areas critical to the success of any non-profit organization:

- Strategic Management
- Organizational Capacity
- Governance
- Executive Recruitment
- Fundraising

Our approach is as unique as it is dynamic. Not only are we dedicated to delivering the right solution, we're also committed to developing the right process to get there. Ultimately, we're dedicated to growing great non-profits through applied knowledge, which leads to better decision making, improved stakeholder involvement and true success.

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