PHASES FOR STRATEGIC PLANNING

DEFINING A PLAN FOR THE OPTIMAL FUTURE OF YOUR ORGANIZATION IS NOT AN EASY TASK. START BY MANAGING YOUR STRATEGIC PLANNING PROCESS EFFECTIVELY:

HASE 1

Strategic planning begins with information gathering, ensuring that you understand your organization's context. You should analyze your organization's external and internal environment as well as its strengths and weaknesses. Based on these findings, the steering committee identifies the key issues facing your organization. You may work with a consultant to bring an objective eye to your assessment.

ENVIRONMENTAL SCAN

EXTERNAL ASSESSMENT

INTERNAL ASSESSMENT

KEY ISSUES

COMPARISON AND BENCHMARKING

STRATEGIC DIRECTIONS

GOALS

OBJECTIVES

IMPLEMENTATION PLAN

EVALUATION

HASE 2

Once goals are established, the strategic planning process broadens to include objectives. With these in place, **staff determines the best way to implement the strategic plan** to achieve your goals. An ongoing evaluation process is an effective way to increase the success of your strategic plan, and ensure it is a living document.

The "pinch point" of the strategic planning process

focuses on identifying how you will resolve your organization's key issues, and articulate goals. At this

point, the board and staff leadership set the strategic direction of your organization for the next

Still unsure how to start? We can help.

three to five years.

We will work with you to identify the key issues, set measurable goals, and establish systems that will motivate your staff to work toward the success of your organization. Contact us at **info@lord.ca** to know more.

Strategic Planning is beyond 3 phases! Read the book.

Read *The Manual of Strategic Planning for Cultural Organizations* to find out more about this framework, alongside other valuable information about the strategic planning process.

Learn more about the book at **www.lord.ca/manual-strategic-planning**.











