

9 Essential parts of your Strategic Plan

1

Vision/Mission

why your organization exists, the changes it wants to see, and the principles and values that drive your organization.

2

Swot Analysis

Evaluate the competition, and evaluate your own organization. This will help you understand what works, and what needs to change or improve.

3

Strategic Obstacles

Highlight any factors that may prevent you from achieving your goals. These can be issues related to staffing, skills, budgeting and others.

4

Strategic Goals

What are the main, overarching goals of your strategic plan? What are the big-ticket items your organization needs to achieve?

5

Staffing Plan

Determine what you need with respect to human resources, in order to achieve your goals.

6

Operating Budget

All in, what does your operating budget look like and how will it be allocated?

7

Tracking progress

What metrics will you track and report on, in order to gauge progress? How will this information be accessible to everyone?

8

Communication Plan

How will you communicate this hefty strategic plan to the entire organization? You need to describe that process.

9

Executive summary

Here you'll provide an overview of your organization, its biggest achievements and where you hope to yourself in the future.



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