

5 Key Concepts of Strategic Planning Explained

Strategic planning is a systemic process through which an organisation agrees on- and builds commitment among key stakeholders to -prioritise that are essential to its mission and are responsive to the environment. Strategic planning guides the acquisition and allocation of resources to achieve these priorities.

1

Strategic

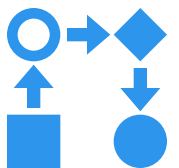
The process is strategic because it involves choosing how best to respond to the circumstances of a dynamic and sometimes hostile environment.



2

Systematic

The process raises a sequence of questions that helps planner examine past experiences, test old assumptions, gather and incorporate new information and anticipate the environment in which organization will be working in future.



3

Choosing priorities

The collection of data surfaces the variety of choices about what the organization will and will not do. Strategic planning involves analysis of implications and making choices



4

Building Commitments

Systematically engaging stakeholders including clients, and community allows a broad consensus to be built, resulting in enhanced accountability throughout the organization. The commitments ensures that a strategic plan will actively be used for guidance and inspiration.



5

Acquisition and allocation of resources

Strategic plan helps leaders make proactive and realistic choices between competing funding strategies and between spending for various program and administrative needs.



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info@maher.consulting

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