



# 4 KEYS

## TO EFFECTIVE STRATEGIC PLANNING

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.

01

### FOCUS ON IMPORTANT ISSUES

Inevitably there are only a few critical choices that the planning process must answer. If you don't have any really important choices to make about your organization's future, you don't need strategic planning. Resist the temptation to pursue all of the interesting questions.

02

### Question the sacred COWS

In order to understand what is important in the current atmosphere and in expected future, old assumptions about what is important must be challenged.

03

### Create the Document

Whether an organization engages in an abbreviated process or an extensive strategic planning process, a planning document should be created. The document is a symbol of accomplishment, a guide for internal operations and a marketing tool for future supporters

04

### Annual Operating Plans

Make sure strategic plan is translated into annual operating plans. Without a practical operating plan that articulates short term priorities- and clearly identifies who is responsible for implementation-a strategic plan will rarely be implemented.