

Strategic Planning

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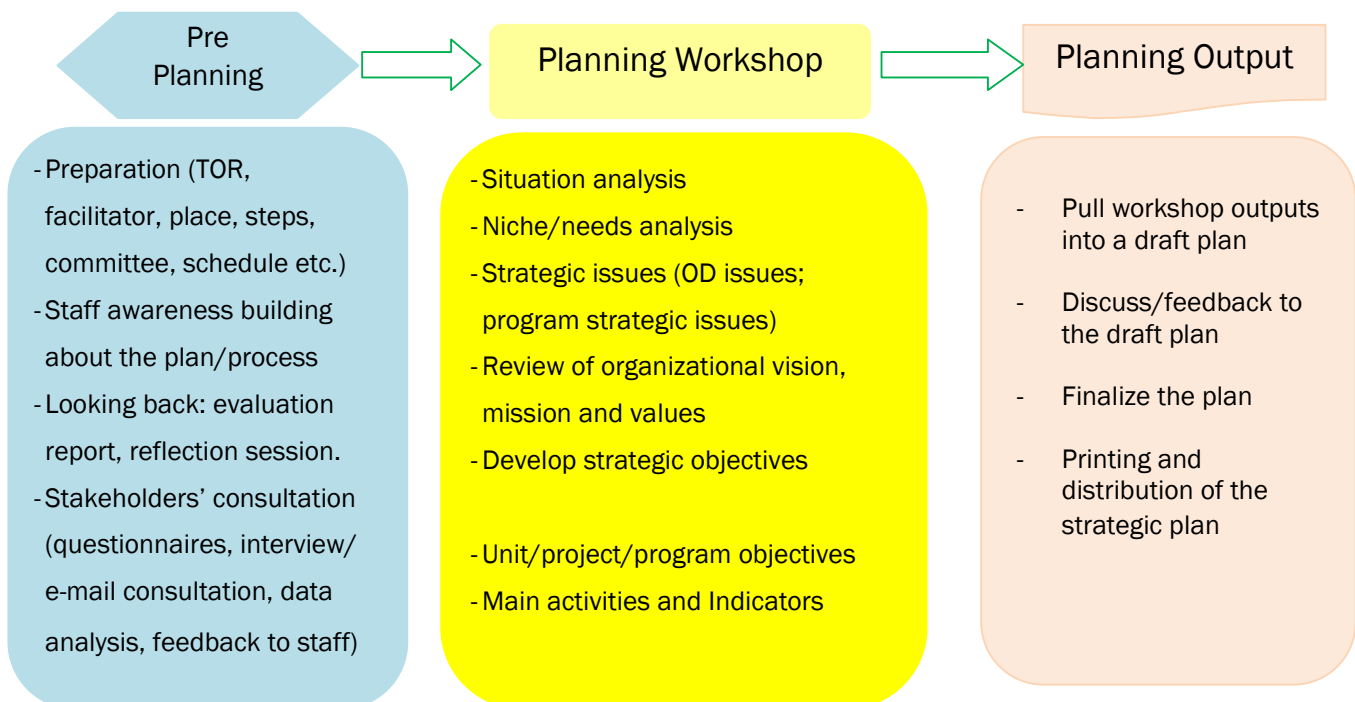
What is strategic planning?

- Is a process to determine what the organization wants to achieve in the (long-term) future, and make decisions about the ways (approaches) to get there.
- Is a process to explore and identify organizational strategic issues, and propose appropriate strategies to solve them.
- Is more than a long-term planning as it takes the changing environment and situation into account.

Why is strategic planning important?

- It is for organizational survival within the changed situation/context.
- It helps organization to think and clarify future strategic direction
- It helps organization to identify and solve its strategic issues
- It help organization to focus on its energy, in which staff work towards the same goal
- Its process help to build team work as most of staff participate in the planning process
- The organization has a Master Plan that can be used:
 - As management tool for doing a better job
 - As framework to develop operational plans
 - As tool for fundraising

Steps in conducting strategic planning



Note: A good strategic planning process need to be conducted over a period of times varying from 6-12 weeks. A facilitator is usually needed to design the process and facilitate staff thinking. Strategic planning is a learning process in itself.