

Crafting a strategic planning process that fits your mission

Begin with the end in mind.

Developing a strategic planning process that works for your organization and mission requires listening.

By taking a step back and asking six simple, yet profound questions, we gain insight and wisdom as we begin our strategic planning journey.

Rooted in consensus building, this approach creates an opportunity to bring alignment and a unified direction.



Asking and answering questions like:

1. **WHY?** Why are we really wanting to go through this strategic planning process? What is our core underlying purpose and why does our mission statement even matter?
2. **WHO?** in our constituency do we hope can get involved and help us craft our strategic future? Whose voices do we hope to hear throughout this process?
3. **WHAT?** outcomes and deliverables do we want to achieve as a result of our new strategic plan? What does success really look like? What is it that we are really wanting to accomplish for our clients, constituents, donors, and staff through this effort?
4. **WHERE?** in the community do we want to do this work? How might utilizing other locations than our own deepen and strengthen this process? How would leveraging Zoom or MS Teams gain greater input and buy-in into this process?
5. **WHEN?** Momentum matters. How can the timing of this process help move us closer to understanding the needs of our organization? When do we want to tap into the perspective of community leaders, past board members, and clients? When do we position our conversations with donors to help propel this process forward?
6. **HOW?** do we proceed to build our strategic plan? Given the above outcomes, how might we go about creating the change we seek? How might we engage our community in new and authentic ways through this process? How might we deepen our relationships with clients, our board, community members, donors, and friends through this process?