

# Different models of strategic planning

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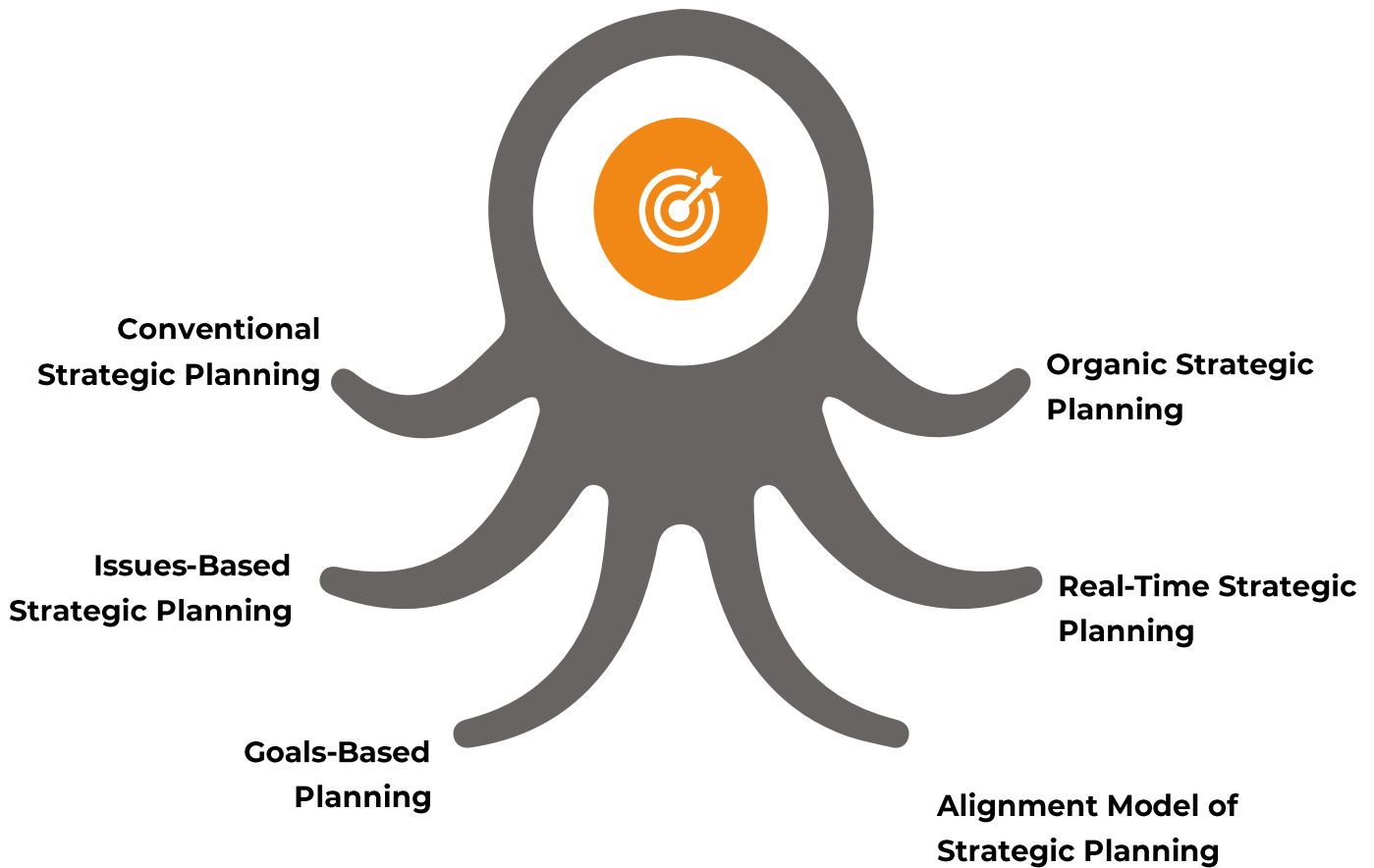
Strategy and Sustainability



**toolbox INDIA Foundation**

## Different models of strategic planning

Here are example of some of the models of strategic planning that can be applied by the organisation based on their objectives of making strategy.



## Different reasons why strategic plan is needed

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**Direction-** An organisation needs constant check on what is the current status of the operations and what direction it should lead to achieve its goals.

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**Continuation-** In the dynamic environment where the organisation functions, people who conceptualize the idea may not stick around. Thus, it is important to keep a plan in place for continuing the business.

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**Agenda-** A plan stops from deviating from the path chosen by the organisation when it first started. Thus, strategic plan helps in reaching the end goal.

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**Presence-** A strategic plan is important to mark a presence in the market and differentiate line of operations from the competitors.

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**Sustainability-** One of the most important aspect of adapting a strategic exercise for any organisation is to look beyond the small achievements of present. Without strategy an organisation will not able to achieve its long term goals even though there are some success with the short term goals.