

# Introduction to Strategy Plan

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Strategy and Sustainability



**toolbox INDIA Foundation**

## Introduction to Strategy Plan

A non-profit entity serves the community and works for its betterment. To identify the cause and work in its direction needs some kind of goal setting. A plan that defines goals and plans actions and decisions to accomplish organization's mission is known as strategy action plan. A strategy action plan identifies strategies that will work best for the organisation given specific goals and objectives.

Here are a 8 key points to make you understand what strategy planning is-



## Why it is important for NPOs?

### 10 benefits of strategic planning for NPOs

- Helps organisation to deal effectively with market competition and address demands of society.
- Increases funding and improve resource allocation
- Identify and accomplish measurable goals, mission and vision
- Improves organisational efficiency and performance overall
- Marketing, branding, managerial policies and leadership are all part of strategic planning and key decisions related to these are made through planning
- Evaluate external as well as internal market factors for organizations
- Provides direction, ideas and bring more energy through improved team work
- Brings accountability and sustainability
- Provides opportunities to achieve goals by directing ways of implementing strategic plan
- Improves employee efficiency and time management

## When should strategic planning be done?

Following checklist should be referred before start strategy planning-



Broad goals to be achieved through planning are set and approved by the board?



Is the timing correct for planning or are there any major events to plan around?



Incorporate past learnings, what worked for the organisation in the last plan and eliminate what went against before?



Who are your stakeholders, and how do you plan to involve them?



What are the key issues facing your organization that should be addressed through strategic planning?



Hurdles which can deter the planning process? If so, that can be resolved?

## Who should be involved in planning?

Following personnel should be involved in strategic exercise-

- CEO or the senior executive should be involved for the implementation of the plan
- Mission, vision and goals needs to be approved by the Board or Governing body
- Board or governing body should also provide its expertise knowledge in filling the gaps in the plan after reviewing it in the board meetings
- Set guidelines for dissemination of duties, for example, those directly involved in planning, key information providers, reviewing committee etc.
- Clientele and community representatives also needs to be included in the procedure
- Representatives or stakeholders themselves should be a part of the planning process of strategy
- Ground implementation team suggestions needs to be incorporated in the plan
- A manager needs to be appointed and involved to administrate the process and report the same to the chief executive

## Essential persons to be involved in the planning-

| MEMBERS          | ENGAGEMENT PURPOSE   |
|------------------|--|
| Board            | Determining the organization's strategic direction (mission, vision, and values)                                   |
| Managerial staff | Determining the organization's strategic analysis to address current issues and goals and also review its progress |
| Working staff    | Report the issues needs to be addressed and implement the strategies for specific goals.                           |