

# Preparation for strategic planning

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Strategy and Sustainability

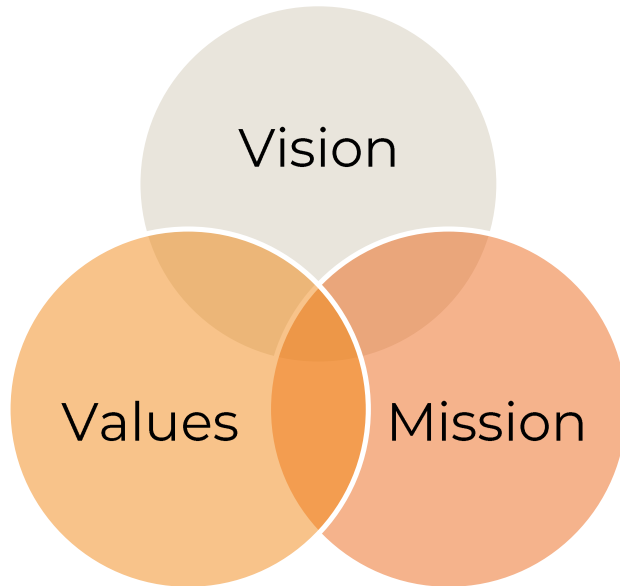


**toolbox INDIA Foundation**

# Preparation for strategic planning



## Basics of documents required (mission, vision and values statements)



### Basic components of strategic planning

- ✓ A mission and vision statement
- ✓ Core values
- ✓ An outline of goals, objectives, and activities
- ✓ Strength, Weakness, Opportunity and weakness Analysis
- ✓ Operational tactics
- ✓ An assessment of current resources

**Vision-** A short, inspirational statement of what the world will be like when you have achieved your mission

#### Example

**Save the Children:** A world in which every child attains the right to survival, protection, development, and participation.

**Mission-** A clear, concise, easy to remember statement of purpose

#### Example

**Save the Children:** To inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

**Values Statement-** Guiding principles which apply across the organisation for fulfilling its mission and achieve its vision

It should satisfy following criteria-

- Key values that guide's organisation
- Define and implement these values for organisation
- Inspire pride and bring out the best of organisation

#### Example

- **Respect:** We treat all people with dignity and respect.
- **Stewardship:** We honour our heritage by being socially, financially and environmentally responsible.
- **Ethics:** We strive to meet the highest ethical standards
- **Learning:** We challenge each other to strive for excellence and to continually learn.
- **Innovation:** We embrace continuous improvement, bold creativity and change