

Writing & communicating the strategic plan

Strategy and Sustainability



toolbox INDIA Foundation

Procedure for writing & communicating the strategic plan

Following steps should be followed while writing the strategy plan-

The first draft of the plan should be presented to the board of directors and upper management for review and approval

Board and/or top management provide major input to the content, the mission, vision and values statements, and the goals and strategies.

Employees and other staff provide the major input to the action plan including the objectives, responsibilities and timelines for completion of objectives

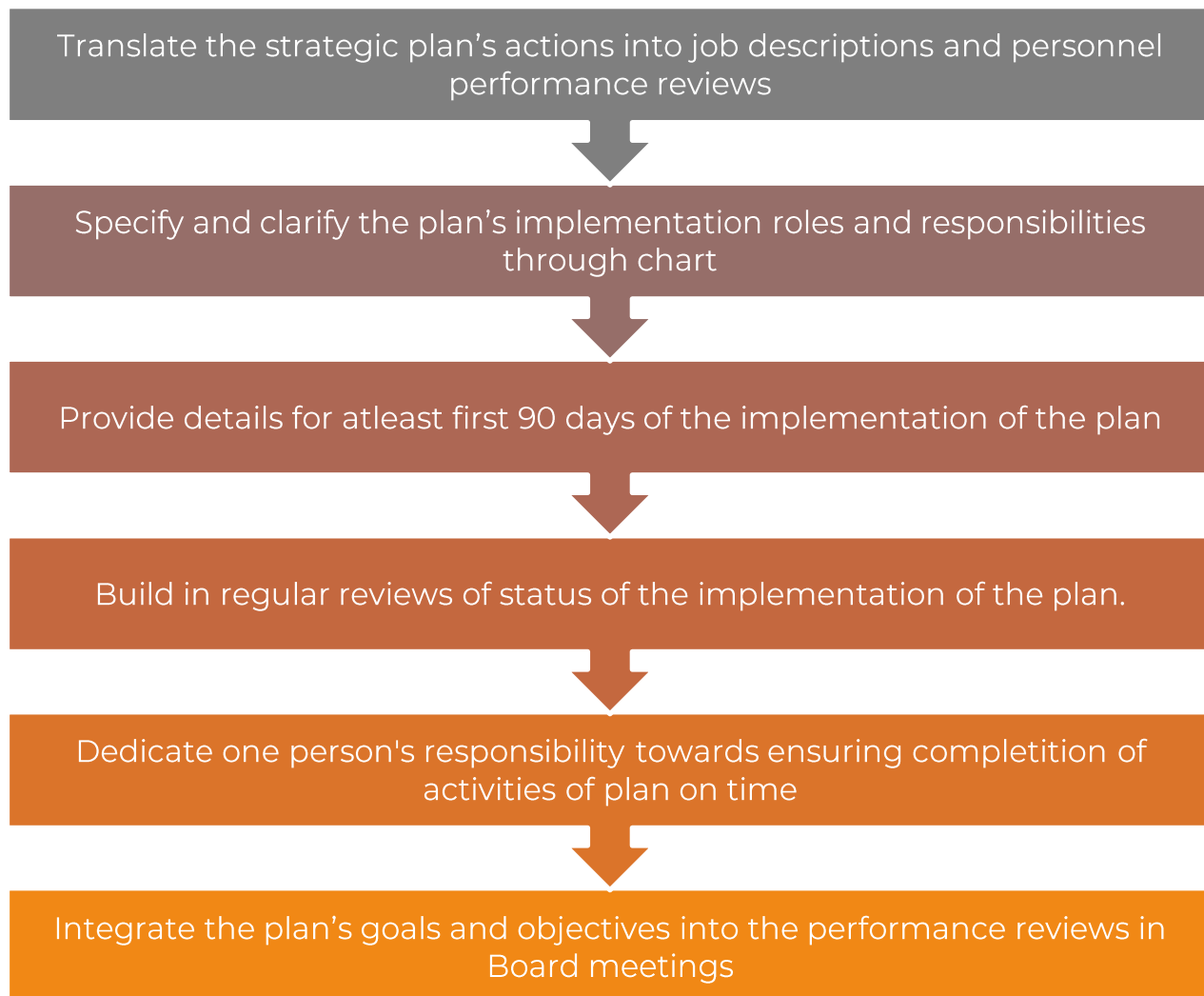
Communicating the Strategic Plan

1. Every board member and member of management should get a copy of the plan.
2. Consider distributing the plan to everyone in the organization along with mission and vision and values statements
3. Publish portions of your plan in your regular newsletter, and advertising and marketing materials (brochures, ads, etc.) on social media as well
4. Train board members and employees on portions of the plan during orientations.
5. Include portions of the plan in policies and procedures, including the employee manual.
6. Consider copies of the plan for major stakeholders, for example, funders/investors, trade associations, potential collaborators, vendors/suppliers, etc.

Implementation of new plan

One of the best example to implement the strategic plan is making a written chart as it brings accountability and clarity of the responsibilities to be borne by each member. The formulated chart should then be circulated to all those involved in the planning and implementation of the plan -

Name of the employee	Strategic Goal	Objective (indicators)	Responsibility	Timeline



Monitoring & evaluating the strategic plan

