

Strategic Plan



What is Strategic Planning?
 "A process which allows effective, efficient means of overcoming obstacles and achieving your goals."

In Reality...
 A word of warning... → In Reality... → A word of warning...
 Most of evidence Sustainability

FAILING TO PLAN IS PLANNING TO FAIL
 [cliché but true...]

Are you convinced?
 No? Hopefully this will help...

The Golden Circle
 "People don't buy what you do they buy why you do it."
 Concept translates to here

Aims for the session

- Why is Strategic planning is useful
- How do to it
- How you can get the most out of it
- How it can impact on your branch sustainability

Then it gets sometimes...

Different stages to a Strat Plan...
 Identify you do all the stages but ones isn't necessary...

Step 1: Vision and Mission
 Take time to strategise thinking

What is the Vision of an organisation?
 "What would we like our world to look like?"

What are the values of an organisation?
 "What are you trying to achieve and how?"

What about the mission?
 How can we do it?

Step 3: Acting on it

Once product...

Step 2: Evaluation

Strengths	Weaknesses
Opportunities	Threats

- Where do we stand?
- How do we move forward with this?
- Structured
- Consistent
- Comparative
- Translatable

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Any Questions?

Strategic Plan



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A word of warning → In flexibility... → Means of evaluation → Sustainability

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Different stages to a Strat Plan...

Identify you do all the stages but this isn't necessarily...

Step 1: Vision and Mission

What is the Vision of an organisation?
What would an ideal world look like?
What are you trying to achieve?
What about the mission?

Step 3: Acting on it

Step 2: Evaluation

Strengths	Weaknesses	<ul style="list-style-type: none"> • Where do we stand? • How do we move forward with this? • Structured • Consistent • Comparative • Transferable
Opportunities	Threats	

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Any Questions?

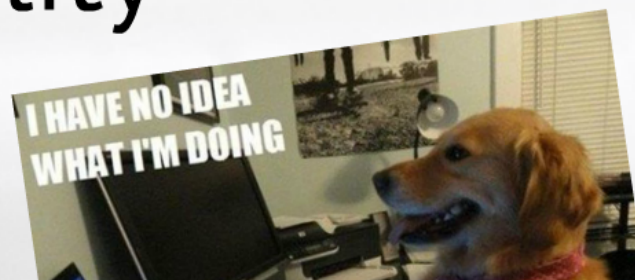
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A cliché but true...

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