

Key Elements of a Strategic Plan

CONTEXT AND RATIONALE

- What is the context for the work that you do? [National and local policies; why is it deemed to be important?]
- Who is your target group? [Detailed description; personal characteristics; location etc.]
- Why do they need help / support? [What issues / problems are they facing and why?]
- What evidence do you have to support your views? [Research / data / target audience consultation etc.]
- What might happen to your target group without your support?
- Brief summary of the services you will provide to help the target group.
- Who are your key stakeholders? [Statutory bodies / voluntary organisations / schools etc.]
- Who else is working in the space you occupy? [Are they collaborators / competitors?]

ORGANISATIONAL STATUS

- Brief history of your organisation. [When it was established; track record; notable achievements; awards won etc.]
- What services are you currently delivering?
- Can you quantify the impact and outcomes you are achieving? [How do you measure these?]
- Description of your financial status.
- Brief description of your aspirations / potential for growth.
- Resource Availability (summary of the internal resources available to your organisation)
- Description of management group
- Staff
- Volunteers and other supporters
- Description of operational resources

MISSION / VISION / VALUES

- Mission - an action-based statement that declares the purpose of your organisation and how it serves its customers.
- Vision - aspirational statement made by your organisation that articulates what it wants to achieve.
- Values - actions that define the behaviour of your organisation.

Also refer to:

Equality, Diversity and Inclusion

Safeguarding

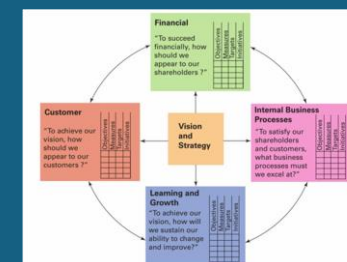
Other Policies and Procedures

Marketing and communications plan

STRATEGIC OBJECTIVES

Use a 'Balanced Scorecard' to include:

- Financial
- Customer
- Internal Process
- Organisational Capacity or Learning and Growth



- Delivering the plan: create a tactical plan to achieve each strategic objective; what, who, when, where, outcomes.
- Risk assessment - describe key risks involved in delivering the plan and how these will be mitigated