



## Strategic Planning

Leaders of successful non-profit agencies think like business people by being intentional about their growth and how they allocate their resources.

Strategic planning is a way to build a thoughtful road map for your agency, your programs and your services to your clients.

Strategic planning is also a team building process. It helps everyone pull together and results in a stronger team. Strategic planning involves all the people with a stake in your agency – your staff, your board, your clients, your colleagues and your funders.

Strategic plans typically take a 3-5 year view. We help you, your board and your staff look at the strengths of your agency and opportunities that you can access that take advantage of your strengths and assets. We also look at challenges that face your agency and how the external climate and internal weaknesses can increase the negative risk from these challenges. The strategic plan looks at ways to minimize negative risks, strengthen critical weaknesses, and best position yourself for dangers in the external climate.

Strategic planning is a process, not just a series of meetings. We can design and facilitate the process with you, or we can coach you to lead the process yourself. We can do as much of it as you need us to (and can afford), or we can enable you to do as much of it as possible to keep your costs lower.

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