


# Strategic Planning

Key to building BreakThru Boards™ and Organizations

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## Objectives

- Recognize the benefits of developing a strategic plan for your board
- Identify the keys to successful planning and implementation
- Conduct an environmental scan and analyze for trends



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# What Is Strategic Planning?



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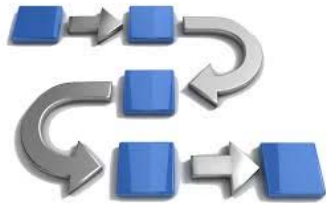
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If you don't know  
where you're  
going...

you'll end up  
somewhere else.

Yogi Berra



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Consensus



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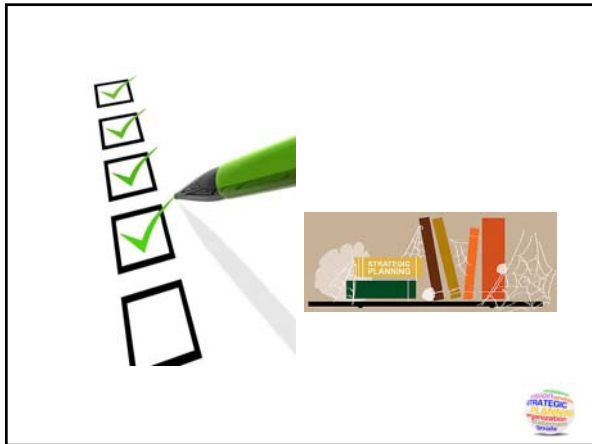
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### Integration



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### Strategic Planning Pyramid



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### Keystones



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### Mission Statement Examples

- **JDRF:** To find a cure for diabetes and its complications through the support of research.
- **March of Dimes:** We help moms have full-term pregnancies and research the problems that threaten the health of babies.
- **American Diabetes Association:** To prevent and cure diabetes and to improve the lives of all people affected by diabetes.



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### Vision Statement Examples

- **Habitat for Humanity:** A world where everyone has a decent place to live.
- **Save the Children:** Our vision is a world in which every child attains the right to survival, protection, development and participation.
- **Teach for America:** One day, all children in this nation will have the opportunity to attain an excellent education.



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## Environmental Scanning

- Internal: strengths and weaknesses of organization  
–current and next 3-7 years
- External: world in which your organization lives -  
current and next 3-7 years
- External: competitors/threats



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## Perspective



- Why do we exist?
- How will the world be different/look different because we achieves our mission?
- Where are we going or where should we be going in the next 3-5 years?



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# Avoid The Common Pitfalls



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### Goals Checklist

- Is achieving this goal something for which we (org.) can be truly accountable?
- Is there a need for this goal that is unmet by others?
- Is it realistic for us given our resources?
- Would our stakeholder agree that this goal is desirable?
- Should this be one our our top concerns?



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Together  
we can make a  
Difference



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## Thank you

Questions



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