

CREATING A STRATEGIC PLAN DOWNLOADABLE WORKSHEET

Use this worksheet if you're struggling to find a starting point for writing a strategic plan. Take some time to do initial brainstorming on your own here, but going through all this with key staff and stakeholders afterwards is key.

SWOT ANALYSIS

Do your own SWOT analysis first. Here are some examples to get you going, then create your own list below.



STRENGTHS

OPPORTUNITIES

THREATS

WEAKNESSES

Once you've completed your SWOT analysis, use your lists to answer these questions:

<p>How can you use these strengths to propel your organization?</p>	<p>How can you improve the areas your organization is weak in?</p>	<p>How can your organization capitalize on new opportunities?</p>	<p>How can you minimize the effect of threats on your organization?</p>
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Answer these additional questions to help you further along:

IS THERE ANY RECURRING FEEDBACK THAT YOU'VE BEEN RECEIVING THAT CAN BE ADDRESSED?

WHAT HAVE SIMILAR NONPROFITS ACHIEVED THAT YOU ALSO WANT TO ACHIEVE?

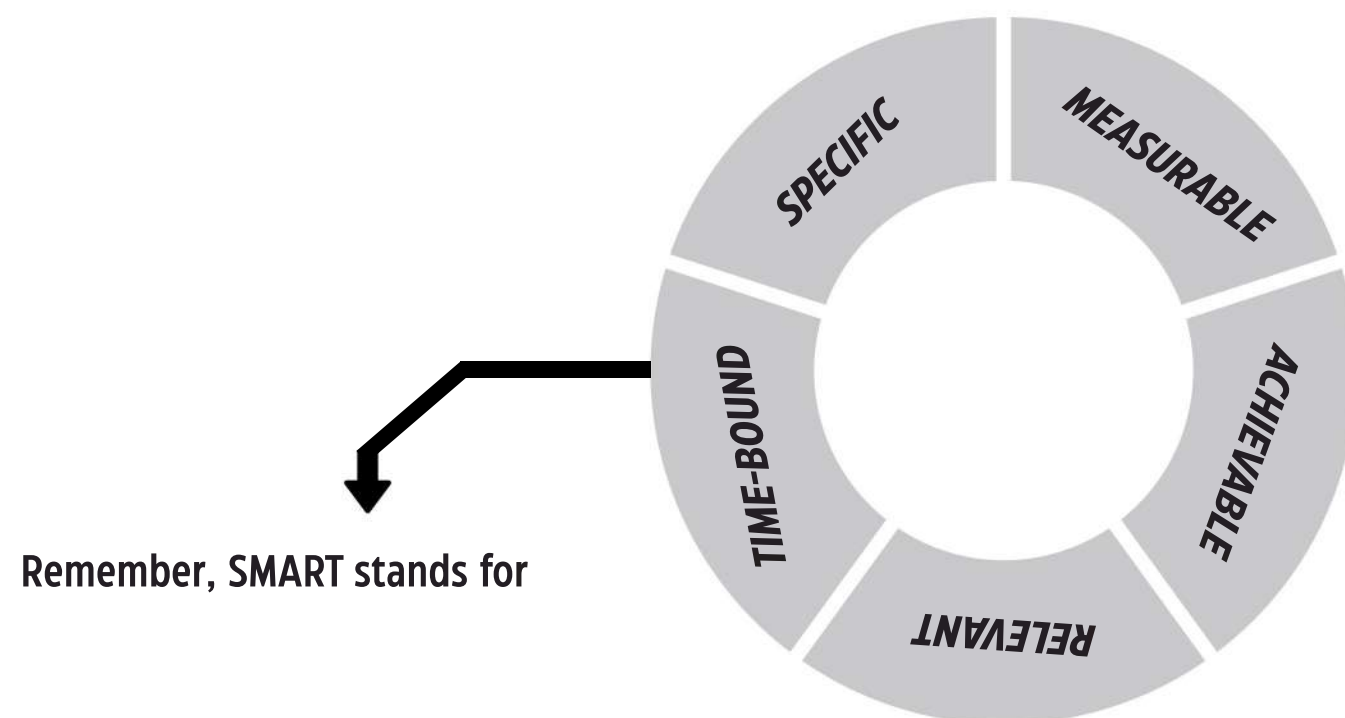
STRATEGIES

You don't have to use your answers to all these questions, but take what you've written and create at least two general strategies.

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ACTION PLANS/SMART GOALS

For each of these strategies, create at least three action plans that are SMART goals.



STRATEGY 1

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STRATEGY 2

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RESOURCE CHECK

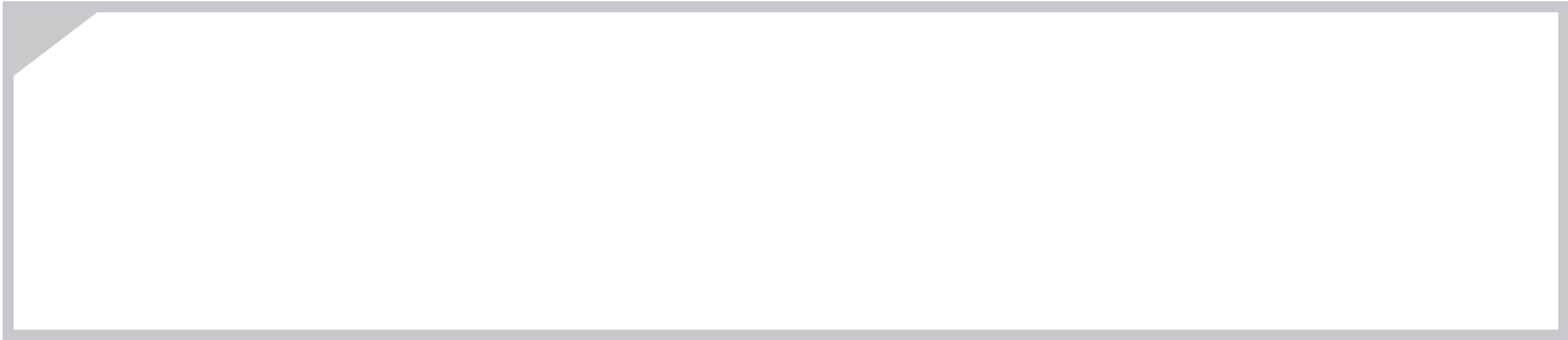
Then, for each of these action plans, answer these questions:

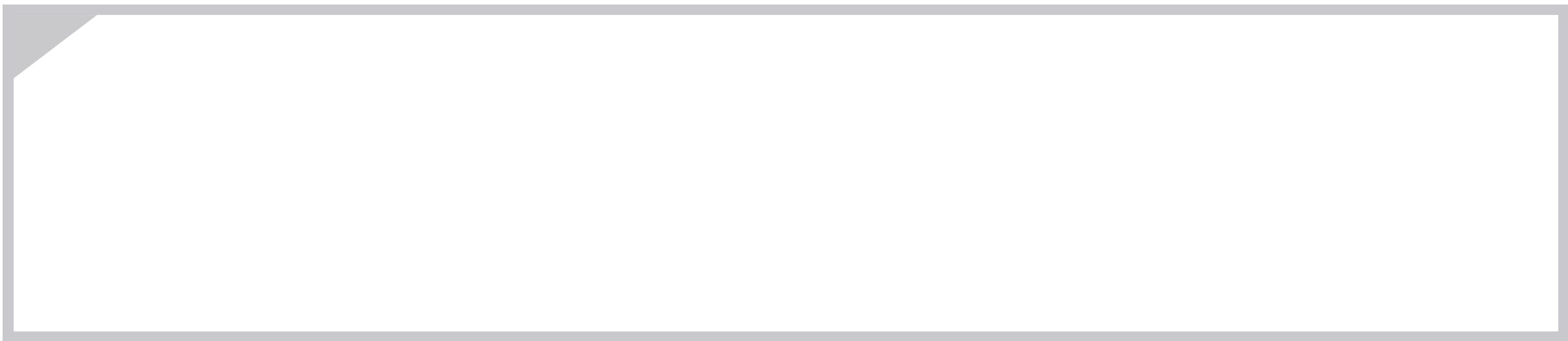
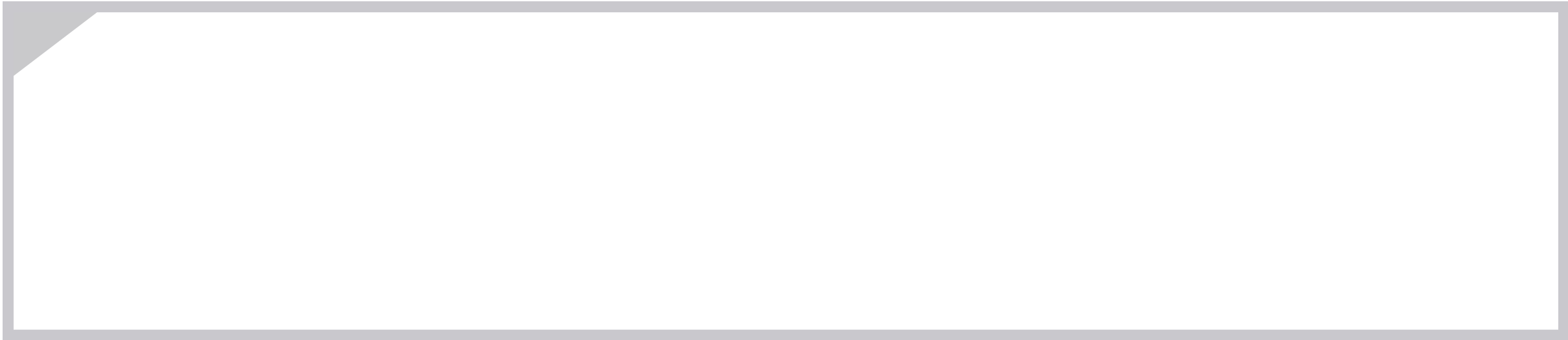
WHO WILL BE RESPONSIBLE FOR THIS GOAL?

HOW WILL WE MEASURE PROGRESS?

WHAT IS THE DEADLINE FOR THIS GOAL?

DO WE HAVE THE BUDGET FOR THIS GOAL?





TEAM MEETING

Now it's time for input from the whole team. Go ahead and set up a meeting for strategic planning and contact the people you think should be included.

When creating your meeting agenda, model it after the questions in this worksheet. Do a SWOT analysis with them, ask them to create SMART goals, plan out resources, etc.

