



Strategic Planning in Today's [WILD] World

with Liz Moore

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SPECIAL EVENT

Strategic Planning in Today's **WILD** *World*
NONPROFIT EDITION

PARK COUNTY
COMMUNITY
FOUNDATION



PLANNING SCHOOL

Get a copy

Types of Planning

Lesson and download:

<https://www.gotoplanningschool.com/pages/types-of-planning>



CATEGORY	PROJECT PLANNING	MANAGEMENT PLANNING	STRATEGIC PLANNING
Purpose	To aid in the completion of a specific activity	To guide ongoing operations	To identify and create change
A tool for?	Get it done	Keep it moving	Determine what's next
Examples	Project plan New program design New service launch Event plan Disaster plan Integration plans	Business plan Marketing plan Resource management plan Funding/financial plans Board development plan Long-range interpretive plan Visitor use plan Foundational document General management plan	Strategic Action Plans Feasibility plan Growth/expansion plans "Right-sizing" plans Evolution plans "Next chapter" plans Succession plans
Common TERM or length of plan	Varies. The length of time it takes to complete the project is relatively shorter term; could be 2 days, could be 2 years.	Ongoing; semi-permanent. The plan remains in place, though elements of the plan change or are updated as needed.	3-5 years. You create the plan, then you completely execute the plan. Then, you start over; make a new plan, and execute that plan.
When you initiate this type of planning, what do you know?	You know WHAT you are trying to complete, but don't know HOW to accomplish it.	You know WHAT you are trying to manage, but don't know HOW to manage it.	You don't know WHAT you are trying to change (exactly), only that change is needed. And you don't know HOW to make that shift (because it is yet to be clarified).
What do you do with the plan?	You COMPLETE a project plan	You IMPLEMENT a management plan	You EXECUTE a strategic plan
Level of detail	High	Medium to medium-high	Low
Level of flexibility (can the plan adapt to unforeseen change?)	Low	Low-Medium	High
Think of it as	A recipe	An instruction manual	A map from X to Y
Nature	Operational	Operational	Transformational

PSA

We use strategy, strategic thinking and acumen in **all forms** of planning. THAT is not what makes it strategic planning.

Four Phases of Strategic Planning

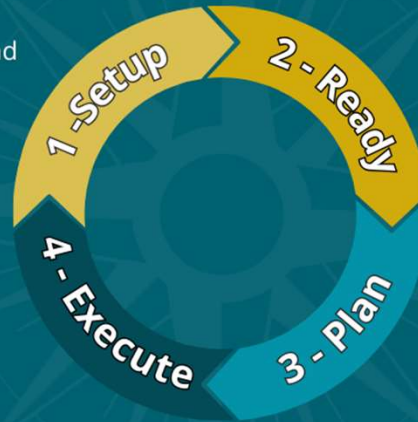
Start here!

SETUP PHASE KEY STEPS

- ✓ **Commit** to a process, **choose** facilitators, and **set up** a Planning Team.
- ✓ **Launch** the planning process with your organization and stakeholders.
- ✓ **Complete** stakeholder mapping and begin stakeholder engagement.

EXECUTION PHASE KEY STEPS

- ✓ **Roll out** the plan to staff and stakeholders; initiate the work outlined in your plan.
- ✓ **Implement** and use an *execution process* that keeps you on target and allows you to adapt to unforeseen circumstances.
- ✓ **Continue** until you reach your goals, then start again!



READINESS PHASE KEY STEPS

- ✓ **Connect** with and reaffirm your purpose and mission.
- ✓ **Complete** assessments such as current state and risk assessments and evaluate trends and projections.
- ✓ **Incorporate** assessment results and survey data into a Current State Presentation for stakeholder feedback.
- ✓ **Scope** your strategic plan.

PLANNING PHASE KEY STEPS

- ✓ **Determine** the vision for change, establish goals and strategic focus areas.
- ✓ **Map** out the execution timeline, overlay operational commitments, and identify and address hurdles.
- ✓ **Build** your adaptable execution tool.
- ✓ **Share** your draft plan with key stakeholders and finalize the plan.

Takeaways + To-dos

1. Strategic planning is different from management and project planning.
 - **Understand the difference** and use the appropriate type of planning.
 - The process **creates** a product (plan), and the intended product **informs** the process.
2. In today's WILD world, **expect (and plan for) uncertainty**, unpredictability, and volatility.
3. Change the planning process.
 - 1) Do strategic planning **yourself**; 2) use an **iterative** process; 3) complete all **four phases** of strategic planning
4. Build a tool, not a document.
 - **You don't read your plan, you USE your plan.**
 - Within your plan, specify what cannot change and what can change.
 - Add a "user guide" or execution commitments.

Shared Links

Types of Planning Lesson and download: <https://www.gotoplanningschool.com/pages/types-of-planning>

PLANNINGKIT BLOG: <https://www.gotoplanningschool.com/pages/planningkit>

PLANNINGKIT YOUTUBE: <https://www.youtube.com/@gotoplanningschool>

LINKEDIN: <https://linkedin.com/company/go-to-planning-school>

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