

Top Three Predictors of a Successful Strategic Plan

By Carol A. Poore, Ph.D., MBA

Summer is a great time for strategic planning! As one who's led and shaped a wide variety of corporate, nonprofit and small business strategic planning sessions, I've found three top predictors leading to results – not only achieving goals, but *exceeding* goals.

Here are the top three predictors of an effective strategic plan and planning process.



1. **The planning process is just as important as the final “product.”** Specifically tailored to the needs of an organization, strategic planning should provide a fun, efficient and results-oriented opportunity to engage senior management, staff, board members, donors and other types of constituents. The process itself, as well as the final plan, should create strong internal bonds, shared vision, and a re-energized, pristine focus for moving forward.
2. **The strategic plan should be an organization’s compelling, living and breathing story that can be embodied by its people. This is not a “shelf ornament!”**
A visionary plan and measurable goals become the organization’s case for support for a time period, to be updated periodically. Most organizations stick with a three-year plan with a 12-month operational plan shaped for articulating annual goals.
3. **The plan must have a meaningful, achievable way of being tracked.** Progress should be monitored, successes celebrated and communicated (both internally and externally as appropriate), and updated action plans and course corrections noted.



Poore & Associates looks forward to sharing a series of articles focused on these exciting topics:

- ✓ How to create a profound, action-oriented strategic plan.
- ✓ How to shape an engaging, life-changing planning process.
- ✓ How to create a compelling story – and bring it to life.
- ✓ How to hire outside expertise, while driving the planning process from the inside.
- ✓ How tracking your strategic plan actually can be fun!
- ✓ Taking a social approach to strategic planning.
- ✓ Is it a refresh, or an overhaul?
- ✓ Strategic fundraising: Outside of the box development to engage your company and your constituents.
- ✓ Your investment “whys:” How to develop a compelling case for support.
- ✓ Building your organization’s diversified fundraising pipeline.

Stay tuned!

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