The Value of Strategic Planning

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About The Presenter: Alyson Small

- President and Founder of Partec Consulting Group
- More than 25 years of experience serving as a consultant/trainer
- Works with a range of organizations across the United States and Africa
- Specializes in resource development and strategic planning
- Has a B.A. and M.A degree in Economics

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Where Is Your Organization Headed?

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We Have...

- We have never operated with a strategic plan.
- We have a strategic plan but, it is out of date.
- We have a plan but, need the analyze our environment.
- We have a strategic plan but, we never look at it.
- We have a strategic plan.
The Landscape is Changing...

- Government funding
- Demographics in your community
- Increase/decrease in competitors
- Additional requirements for operations
- Quality of workforce pool
- Cost of operations
- Other?
What Is Strategic Thinking?

- Strategic thinking requires a willingness to consider all alternatives, by asking questions and being open to change.
  - It’s not always about creating a new plan versus reevaluating an existing plan
  - Helps think through different strategies given changes in the organization’s environment
  - Keeps you functioning strategically versus reactionary
Are You a Strategic Thinker?
Are You Willing To...?

- Analyze Different sources of data
- Thinking in and out of the box
- Remain open to change
- Pursue Big, Bold ideas
The Importance of Strategic Planning

• Serves as a roadmap for the organization
• Keeps everyone on the same page
• Connects the organization’s purpose with goals to achieve its mission
Taking Stock: Analyzing the Environment

- Strengths
- Weaknesses
- Opportunities
- Threats

Your Organization
Who Should Be Involved?

Your Entire Team!
Strengths

- Strengths are internal, unique to your organization and makes your organization stand out from others
  - Your reputation
  - Programs and Services Offered
  - Location of your facility
  - Staff
  - Use of technology
  - Size or your organization
Weaknesses

- A weakness may affect your organization’s ability to be truly competitive in the marketplace and requires improvement.
  - Management structure
  - Limited skills among staff
  - Outdated technology
  - Outdated Programs and Services
  - Limited funding streams
  - Repeated complaints by clients
Opportunities

- Factors contributing to the expansion and growth of your business.
  - New Funding opportunities
  - Changing client demographics
  - Changes in government policy
Threats

• Threats are issues that might impact the growth and viability of the business
  • Changes in funding sources
  • Changes in client demographics
  • New competitors
  • Changes in political leadership
  • Changes in government regulations
Collecting Data for Analysis

Internal
- Board/staff surveys
- Interviews
- Discussion groups

External
- Interviews with stakeholders
  - Community leaders
  - Clients/customers
  - Other partnering service providers
- Review of existing reports or studies
- Discussion groups
Analyzing the Data

• What is the possible impact of this information on our plans?
• Are there opportunities available to our group to help us achieve our goals?
• What are the openings or breaks for us?
• Do we see any chances for us to be more effective?
• Are there any threats to us achieving our goals?
• Where are the possible obstacles to our work?
• Are there any roadblocks or barriers?

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Other Requirements to Planning

- Mission Statement
- Vision Statement
- Value Statement
- Goals
- Strategies
- Objectives

Given our environment, do these statements still apply?

Builds on the priorities

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So, Where Are You?

- We are on the right path with our plan!
- We might need some tweaking with our existing plan.
- We need to do a deeper dive with SWOT.
- We need a plan.
Take Home Assignment

• Do you have a strategic plan --- if yes, review it.

• What do like or dislike about your mission, vision and values statements? Make a list.

• Is it time to do a SWOT analysis?
You Can Do It!!!