

Outcome Based Strategic Planning Models

Strategic Planning is a process that helps to guide an organization, business, or team toward their vision in a methodical way. The objective is to create an action plan that will lead to consistency and clear direction for all stakeholders. Strategic plans are not attempts to predict the future but when done well can ensure that an organization address future challenges and opportunities in an effective way.

There are different approaches to strategic planning and an organization engaging with the process for the first time may need guidance on which model is best for them. Assessing your needs and desired outcomes is a great place to start. The table below outlines 5 strategic planning models. The models cater to different organizational structures and values. Though they differ in some ways like number of steps, suggested timelines for the project, and decision-making protocols, they are all methodical involving vision setting, needs assessments, action planning.

<u>Conventional</u>	<u>Issues-Based</u>	<u>Organic</u>	<u>Real-Time</u>	<u>Alignment Model</u>
<i>Ideal for stable and established orgs with ambitious goals & few internal issues.</i>	<i>Ideal for orgs with current issues due to limited resources or little success with goals.</i>	<i>Ideal for orgs who find the conventional model confining and value robust dynamic systems.</i>	<i>Ideal for orgs with rapidly changing environments or the need for continuous planning.</i>	<i>Ideal for orgs looking to align internal operations with a larger goal</i>
<ol style="list-style-type: none"> 1. Update the mission, vision, and values 2. Analyze internal and external practices 3. Identify multi-year strategies to achieve vision 4. Develop action plans for direction and accountability 5. Identify associated plans 6. Organize 1-3 into a Strategic Plan and 4-6 into a separate one year operational plan. 	<ol style="list-style-type: none"> 1. Identify 5-7 of the most important current issues 2. Suggest action plans that address each issue over the next 6-12 months 3. Include the action plans into a larger strategic plan. 4. After resolving issues, consider moving to conventional model 	<ol style="list-style-type: none"> 1. Gather as many stakeholders as possible to norm on long-term vision and values 2. Commit individually to performing one realistic action towards the vision before the next meeting. 3. Meet regularly to report progress to goals and new insights. 4. Clarify the vision after each meeting 5. Organize vision and list of accomplished/intended actions into a strategic plan. 	<ol style="list-style-type: none"> 1. Articulate the mission, vision, and values 2. Assess external environment for opportunities and threats 3. Facilitate strategic thinking discussions with list 4. Assess internal workings for strengths and weaknesses 5. Use SWOT analysis to present information for discussion 6. Repeat steps regularly and document results in a strategic plan. 	<ol style="list-style-type: none"> 1. Establish the shared end goal for alignment 2. Analyze internal operations for alignment 3. Establish new goals to more effectively align operations 4. Include information in a strategic plan