



Elements of a Strategic Plan

The Process	Select a facilitator/consultant that has a track record for scaling Mt. Everest—and empower that person to select the methodology that has worked well for him or her in the past.
The People	Board/staff task force? Staff-only task force with regular updates to the board? Either way, leverage their CliftonStrengths®.
The Placemat	Wordsmith the one-page placemat with an eye to communicating the plan to multiple customers (board, staff, donors, clients, volunteers, etc.).
The Proclamation	Get the plan off the shelf and into the streets! Completing the plan is just the start. Now you must sell the plan.
The Progress	Monitor Results: Dashboards. Targets. Measurements. Metrics. Monthly Updates. Make strategic planning an on-going, year-round process—not a one-time event.