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# Strategic Planning



*Board Leadership  
& Development*  
A MURDOCK TRUST PROGRAM

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# Strategic Planning

## 1. Why have a plan?



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# Strategic Planning

*Strategic Planning is a Spirit-led process of faith, where together we seek to hear God's will for the future of the ministry and articulate it in a way that enables us to pursue it with organizational passion (unity of vision) and excellence (demanding our very best).*



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# Strategic Planning

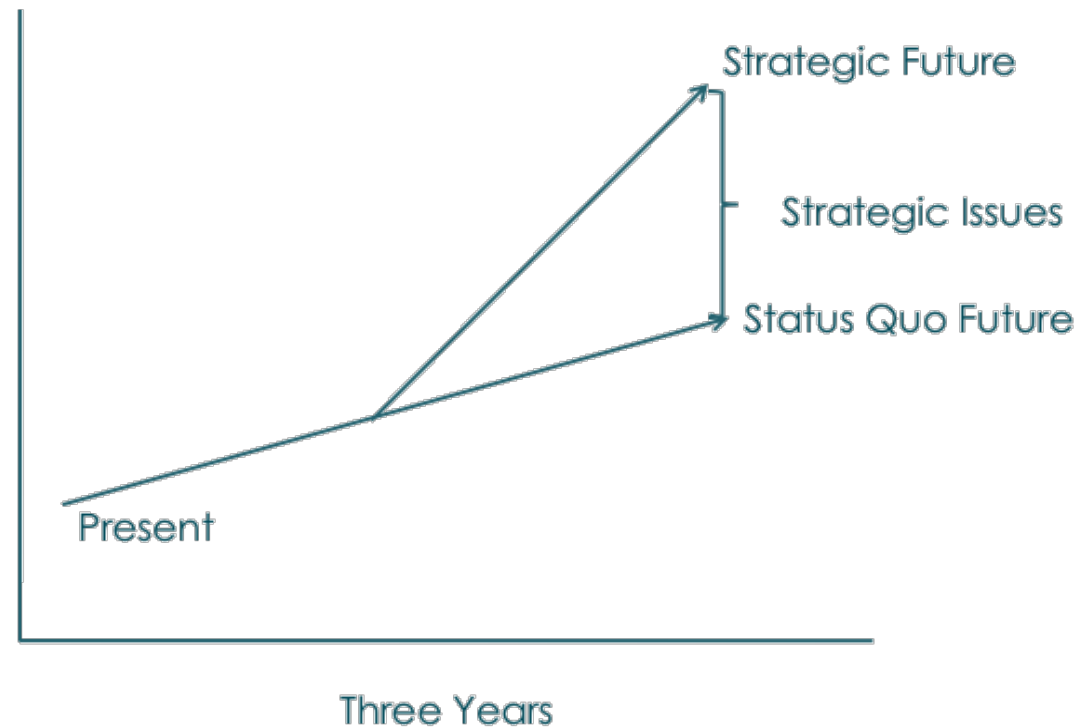
2. Why plans fail, falter and succeed (and never get started)



# Strategy vs. Operations

- ❑ Strategy requires a dissatisfaction with the status quo future

## Framing the Issues



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# Strategic Planning

1. The anatomy of a successful plan (p.41)



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# Strategic Planning

## a) Recommendation:

### Rolling Three Year Strategic Plan

- Adapted from the work of John Pearson

## b) Benefits of...



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# Strategic Planning

## c) Components of the Plan (p.42)





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# Strategic Planning Assessment

- ❑ Take Assessment (p.43)
- ❑ Discuss 3 lowest scores
- ❑ Identify “next steps” for improvement





Survey Link:  
<https://surveymonkey.com/r/BYG5ZPC>

Thank you.

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