

## Section 2.2 Activities

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### Activity 2.2.3 Developing and Reviewing Your Strategic Plan in 20 Questions

Involve senior staff, Board Members, and management in developing a strategic plan for your organisation.

If you are a smaller organisation or have a large volunteer workforce, involve junior staff or volunteers in this process. See [Funding Development Team \(p95\)](#) for ideas about how to involve junior staff and volunteers.

If your organisation already has a strategic plan, review it using the checklist below.

Does your organisation have a strategic plan?

If yes, review your strategic plan. If no, develop a strategic plan. Answer the questions below when developing and/or reviewing your strategic plan.

1. **Who are our consumers?**
2. **What do they value?**
3. **What has been the outcome of our work?**
4. **What is our unique contribution to the community – why does this matter and to whom?**
5. **What is happening in the world outside our organisation? What are the implications for the work that we do and might do, and how we do it?**
6. **What needs are being met, and who is meeting these needs?**

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7. What needs are not being met?
8. Do we have the capability to respond to any of these needs?
9. How do we cooperate and collaborate with other organisations?
10. Could we build alliances and collaborate to meet the community's and/or our organisational needs?
11. What do we want to achieve? What is our vision for the future?
12. Will we change who we are?
13. What will we need to do to achieve our vision and outcomes?
14. Who will be our collaborators?
15. How will we move from where we are today? What are our strategies? What services and programs will we offer? What organisational development is required?
16. Who will do what and in what time frames?
17. How will we recognise when we have achieved it?

18. How will we measure success?

19. How much will all this cost, and how will we finance our endeavours?

20. How will we ensure that we are accountable?