

Case Study

5 quick tips for a strategic plan

A strategic plan gives your organisation, volunteers and staff direction, clarity and purpose. A Good strategy addresses the challenges of the organisation and informs how you will move forward.

Here are 5 tips to consider.

1. Diagnose the issue

It is important to start any strategic planning process by critically exploring and discussing "where are we now?"

This discussion is intended to lead your organisation to clearly define the challenges you face and inform how your organisation can move forward.

A golf club for example, would need to analyse the industry to understand the external challenges golf faces as a sector and also undertake a full internal analysis of the golf club itself (What are your strengths and weaknesses?) This process should involve your members, volunteers, staff and board for well-rounded perspectives and collective buy in.

This can involve some intense debates and discussions, but without a strong diagnosis your strategy is uninformed and can not determine the best opportunities to pursue your goals, to evaluate and to improve.

2. Keep it simple and high level

Keep your strategy 'high level', a strategic plan should not be a long exhausting to do list, the goals in your strategic plan should give your club a sense of direction over a long period and are aligned with your vision, keep the operational actions in your business/annual plan and leave the strategy to the high-level tangible goals.

Try to avoid fluffy and fuzzy language that can turn a clear and easy to read plan into a long and drawn out essay that is difficult to follow. Less is more.



3. Get focused on what will make a difference

As noted above, an exhaustive to do list serves no one. If your strategy has 10 different work streams, you're probably trying to do too much. Get narrow on the 1-5 key things that will actually make a difference. This will allow you to expend energy on the right work and can help you to stop wasting energy on the work that is nice to do but doesn't produce results. Speaking of results....

4. Make your goals measurable

If you can't measure the progress of your strategy how do you know if its successful? Put measurable outcomes to each of the areas of your strategy. If your organisation is going to put resource in to something, you need to be able to justify it by measurable success.

5. Get it visible and review it regularly

Don't let your plan grow dust, the execution of your strategic plan is the most important part and your accompanying annual plans should be reviewed frequently. Keep it on the agenda at your board meetings to keep it on track! Make sure the people you serve know about it, have input to it, and get regularly updated on its progress. Share your success. Celebrate it. It will build a culture of success within your organisation and encourage people to become more involved and engaged with its success.

Your strategic plan defines who you are, what you want to achieve, why you want to achieve it and how you are going to do it! Keep it simple and don't let bog standard templates restrict your clubs character and ambition.

For more information, advice or support contact your Regional Support Manager.