

WICKED STRATEGIES

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Creating a Strategic Plan Cheat Sheet

a wicked strategy is just over the horizon

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Stages and Elements of a Strategic Plan

A Strategic Plan is your master document that outlines the directions for the future. It's fit for purpose to meet your organisations needs and those of your stakeholders and community. It considers change and growth and is focused on a defined period, generally 3 years +.

The size of the Plan is less relevant than how your stakeholders and community support and engage with it - everyone is on the same page, working towards common goals.

Strategic Planning is a formal and disciplined process that shapes and guides what the organisation is, what its priorities are and how it will achieve them.

“A plan of action designed to achieve a long-term or overall aim.”

- Oxford Dictionary



Where are we now?	Where do we want to be?	How will we get there?	What does it look like?	How have we performed?
<ul style="list-style-type: none"> • Situation Analysis • Environment • SWOT 	<ul style="list-style-type: none"> • Purpose / Vision • Values / Commitments • Pillars 	<ul style="list-style-type: none"> • Goals • Objectives • Resources 	<ul style="list-style-type: none"> • Actions • Roles / Responsibilities • Timeframe 	<ul style="list-style-type: none"> • Evaluate to monitor results • KPI's / Outcomes • Review / Report

GRAM - how the ends (**Goals**) will be achieved by the means (**Resources**) delivered through the strategies (**Actions**) and evaluated for the results (**Monitor**)

A Strategic Plan is the big picture with big ideas and big discussions. The most effective Plans have input from your stakeholders and community.

