



## Strategic planning is key to your team's success

Whether you're welcoming in new board members, getting ready for new opportunities, or fine-tuning your strategies, strategic planning helps your organization set and stay the course toward your vision, mission and goals for the future. Ensuring that your team is on the same page and on board with your organization's vision and strategic directions is essential to success. Done well, strategic planning provides facilitated time and space for board and staff to come together to identify opportunities and challenges, set the direction and strategies for the organization, and then prioritize the key deliverables for the next few years that will be best suited for moving forward toward your mission.

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## WHAT IS STRATEGIC PLANNING?

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Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this direction. Strategic planning is a way of ensuring alignment and shared direction for moving forward.



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## PROCESS AND PRODUCT

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The process for developing the strategic plan should involve board members and senior staff, as well as consider member input every so often. The process follows the three basic steps below, and they are also the key components contained in the final plan, which can be in 'plan on a page' format for easy reference or a longer document that contains more detail and planning context.

1. **Where are we going?** (defining success)  
Vision, mission, goals that may be drawn from existing plans
2. **Where are we now?**  
Current situation, including budget constraints and an analysis of helping and hindering forces (e.g. SWOT or force field)
3. **How are we going to move forward?**  
Strategic priorities/directions and key deliverables

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## PRICING AND TIMELINE

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The price for this service ranges from \$3,000 to \$10,000 and it will take roughly one to two months to complete, depending on the level of preparation and research desired (including surveys and interviews), the number of workshops, and the final document(s) desired.

*"We have recently used the strategic planning services offered by Shannon. She engaged our team of staff and board members in a creative participatory process that was efficiently and effectively run – and on a tight timeline. We were very pleased with the process and the results, and we are moving forward with clearer shared direction. We have already booked them for our next strategic planning meetings."*

- Roger Soane, President & CEO,  
Whistler Sports Legacies

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## CONTACT US

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For more information about our strategic planning services, please contact:

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