

Strategic Planning

The Nonprofit Good Practice Guide¹ defines strategic planning as a “complex, ongoing, and future-focused process of organizational change based on trends and analysis of internal and external data.” CenterPoint Institute guides leaders and decision-makers in the process of envisioning their organization’s future and developing the strategies necessary to achieve that future.

Strategic planning enables leaders to define the best approaches to achieving the organization’s mission. A strategic plan provides guidance for staff and a tool for the board to hold the organization accountable to fulfilling its mission. The plan sets priorities and gives stakeholders, funders, and clients/members an opportunity to more effectively support the organization’s mission.

Strategic planning is appropriate for organizations of all sizes and shapes, from local grassroots organizations to national and international organizations. There are as many different recipes for strategic planning as there are for chocolate cake. For CenterPoint, each strategic planning engagement is unique; our consultants design processes to fit the client’s available resources and use terms that fit the client’s organizational vocabulary and culture.

Design and Facilitation

CenterPoint consultants customize the planning process for each client. We believe that the “planning to plan” step is crucial and one that organizational leaders and consultant must take together. Many decisions made at the outset determine the planning process: Who will be included on the planning team? Who will champion the plan? How much time can be devoted to planning? What is the budget?

CenterPoint consultants are trained in a variety of facilitation methods. Our tool kit includes appreciative inquiry, future search, nominal group technique, ToP® participatory strategic planning, and others. We are known for combining methods, too, when organizations have particular circumstances that require innovation.

Analysis and Scanning

Generally, strategic planning includes scanning activities to identify and analyze factors in the external and internal environments that have positive or negative impact on the organization. CenterPoint gathers information or helps your staff and volunteers gather the information needed to understand the organization’s operating environment.

¹<http://www.npgoodpractice.org/>

Vision and Mission Development

Vision and mission play crucial roles in organizational success by providing shared statements that describe the organization’s essential purpose and envisioned future. CenterPoint guides your organization to examine its mission and articulate its vision through facilitated discussion and group work.

Strategy Development

CenterPoint assists the planning team in identifying strategies to actualize the vision. Clear and appropriate strategies lead to measurable action.

Action Planning

Strategies alone do not go far enough. Action plans detail how the strategies will be implemented to achieve the envisioned future. CenterPoint helps organizations breathe life into their plan by helping to identify what will happen, who will do it, when it will be completed, what resources are required, and who the potential collaborators might be.

Documentation and Implementation

CenterPoint helps clients understand how to keep the strategic plan they invested in alive and actively guiding the organization’s leaders. Plans that “sit on the shelf” serve no one.

Budgets

Planning costs money, either in direct cash outlay or redistribution of staff time. Use CenterPoint’s experience with strategic planning to create a transparent budget for board, staff, donors, and volunteers.

Project Management

Coordinating all the pieces of the strategic planning puzzle requires focused attention and a strong partnership with organizational leaders. CenterPoint Institute will manage and facilitate the steps that guide your organization to an actionable strategic plan.



CenterPoint Institute
guides for decision makers