

# Strategic planning

To achieve its purpose, the Board sets the strategic direction of the House and then monitors that things are on course.

## Strategic Planning:

- looks at the big picture, dreams towards a better community
- then asks how best to respond to the current needs and circumstances of your community
- sets short and long term goals and priorities
- develops strategies to reach those goals
- is an exciting task because it is about shaping a sustainable future for your House and community!
- is a way for Houses to ensure their processes are accountable and transparent
- is not an end in itself but rather a means of assisting a House to achieve its purpose
- helps a House look at how they get from here ... to there

## Developing a Strategic Plan:

- community engagement and consultation is essential at the start of the process
- work with your community, don't just plan for them
- it will support the House's mission statement

## Strategic vs. operational

- a strategic plan offers an inspiring vision of where your House would like to be in three years and identifies the strategies that your House will take to get there
- an operational plan focuses on specific actions and detailed tasks over a shorter period, such as 12 months
- the operational plan works towards implementing the strategic plan and must mesh with it
- both should be practical and realistic about what can be achieved, and not be mere wish lists



**The strategic planning process allows your House to ask questions such as:**

- Where are we now?
- What are we good at; what are our strengths?
- Where can improvements be made?
- Are there opportunities or threats the House should act on?
- Where do we want to be in three years' time?
- What difference do we want to make?
- Has our community changed in terms of its make-up, focus and needs?
- What does this mean for future service delivery?
- Which critical issues must we respond to?
- Where should we direct our limited resources?
- Do we have the people, and the capacity and commitment to achieve our goals?
- Do we need to set a new direction?

**Some key tips**

- Prepare to plan — allocate enough time to the process
- Invite a facilitator in to run the process and capture the work of the group
- Write up the strategic plan
- Share it so staff and volunteers know what the guiding strategy and overall direction is
- Be realistic and don't over stretch staff or resources
- Review and update the document as required — it is a live document so changes can be made. Don't travel too far down the wrong road. Review and make changes as required — its okay!

Your strategic plan should align with the four Neighbourhood House Program goals:



**CONNECT COMMUNITY**



**SUPPORT PEOPLE**



**CREATE OPPORTUNITY**



**LOCAL LEADERSHIP**

