

## Strategic Planning ABCs: Alignment, Board Engagement, Clarity (Spring)



**Type:**

[Workshops](#)

**Topic:**

[Capacity Building](#)  
[Planning](#)

**Audience:**

[Board Members](#)  
[Executive Directors](#)  
[Senior Leaders](#)

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### A strategic plan provides high-level direction and ensures effective board governance for an organization.

Learn why having a strategic plan is important to your organization and how this can be achieved.

This workshop focuses on the importance of a strategic plan and outlines its components.

#### Workshop Details

**Date & Time:** May 16, 2019 | 1:00pm - 4:00pm

**Location:** 1183 Melville Street, Downtown Vancouver

**Cost:** Member - \$95, Non-Member - \$110

#### Workshop Benefits

- Participants with a current strategic plan will be able to evaluate the strengths of what they currently have in place and how to evolve it further.
- Participants new to strategic planning will be able to start the preparation and development of a strategic plan for their organization.

#### Learning Outcomes

By the end of this session you will be able to:

- Define the role of the board and the role of management in preparing for and developing a strategic plan
- Evaluate the differences between a strategic plan and an operational plan
- Outline different types of environmental scans and their role in effective preparation for strategic planning
- Describe the five components of a strategic plan for your organization: Vision, mission, success, strategic goals and values

#### Topics

##### The Importance of a Strategic Plan in Aligning People to Mission

- To provide high-level, future-looking direction for everyone in the organization
- To align ALL of the people in the organization (board, staff and knowledge philanthropists) to the mission of the organization

##### The Leadership Ladder

- The big picture - these are all the levels involved in aligning people to mission
- Examine which parts are board-led and which are staff-led
- Some of these are part of the strategic plan, some part of the operational plan

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