

Strategic Planning for your NPC

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Agenda

- What is Strategic Planning?
- Value proposition of Strategic Planning.
- Why Strategic Planning need not be an elongated process.
- Three steps to preparing a viable Strategic Plan.

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What is Strategic Planning?

- A means of preparing a viable plan including action steps to establish a roadmap for the organization within a reasonable timeframe.
- A means of examining what the organization needs and what process/policy adjustments need to be made.

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Why Are Some Organizations Unsuccessful in Writing Effective Strategic Plans?

- The organization did not do its homework before the planning process began.
- No one on the organization's board or management really understands what these plans are about, or how to execute the plan once it's written.
- The organization does not understand how it will use a strategic plan.
- The organization believes it will always operate on a shoestring.
- The organization does not understand how to go about introducing substantive and long-lasting change to the organization.

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Bonus Reasons

The organization has no idea what the structure of the strategic plan should look like.

The organization has no idea how to go about articulating a vision for the future or creating a roadmap to achieve its goals.

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Value Proposition of Strategic Plans

- The planning process forces the organization to envision how it can improve.
- The planning process forces the organization to acknowledge it operates in a competitive environment and *must compete for resources – human and financial.*
- The planning process forces the organization to look at how the legal and legislative environments have changed over the last five years.
- The planning process forces strategic planners to *examine if the organization has the right people on board to achieve strategic goals.*

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Why Strategic Planning Need Not Take Forever

- Preparing a viable strategic plan need only take about 4 weeks.
- The Planning Committee needs to focus on the task and filter out extraneous “drama.”
- **Ensure that the Planning Committee is staffed with the organization’s superstars who are working with a well-crafted structure and timeline.**

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Three Steps to Preparing a Strategic Plan

1. SWOT Analysis
2. The Vision Thing- where do you want to be in two years?
3. Structure of the Plan – process and needed resources (intellectual, financial, etc.)

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SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

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What does SWOT Tell YOU?

- Identifies those areas that you can leverage to move to the next level (strengths).
- Identifies those areas that can cause problems for your organization if they are not addressed (weaknesses).
- Identifies those areas that present opportunities for your organization (opportunities).
- Identifies those areas - usually external to the organization - that can be problematic (threats).

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The Vision Thing

Where does the organization want to be in two years?

- Programmatically?
- Resources?
- Staffing and governance?
- Program growth?

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Action Items or Pie in the Sky?

- Does the organization have an idea about what resources/intellectual talent would be required to achieve the vision?
- Where can these resources be found?
- Who can be instrumental in procuring these resources?
- How can the organization make it happen?

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Structure of the Plan

- Organizational Profile.
- Description of the Strategic Vision.
- Action Steps to achieve strategic vision and goals which include the following critical elements:
 - What *resources* are necessary?
 - What is the *timeframe* for achieving goals?
 - Who are the *individuals* responsible for specific elements of the strategic plan?

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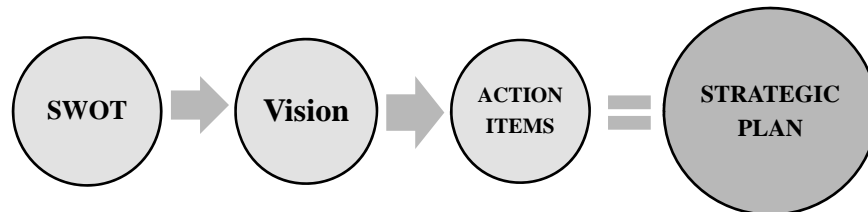
Goals, Objectives and Accountability, Oh My!

- Nothing happens unless goals, objectives and accountability for **ACTION** are assigned and people are held accountable!
- Establish a structured mechanism for obtaining buy-in and recommendations for action.
- Educate the stakeholders about the process and goals.
- Set up a timeline to present the goals and the corresponding objectives/action items in a logical sequence.
- Ensure that individuals with sufficient talent and drive are assigned to be in the lead!

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Putting It Together



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Summary

- All organizations benefit from strategic planning as it facilitates a broader outlook and an examination of the current organizational trajectory.
- Fast and efficient strategic planning will serve to focus your organization's efforts on those areas that produce optimal results.

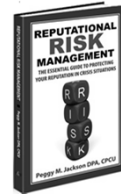
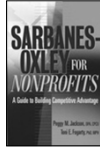
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