



Strategic Thinking and Planning

Course Outcomes:

- you will be confident in differentiating strategic from business planning.
- You will recognize the importance and value of detailed analysis and have experience in using a variety of tools and techniques.
- You will have an appreciation of the relationship between your organization's vision and mission and its future, and will have applied this thinking to your own organization.
- You will also have a clear understanding of monitoring and evaluation, and will have improved your strategic thinking skills.

Course Outline

- Defining what 'strategic' means
- Using the strategic planning process to help you make choices about the future nature and direction of your organization
- Assessing the benefits and risks of strategic planning
- Preparing for the planning process including developing a project plan, identifying your stakeholders
- The value of stakeholder involvement at every phase
- Undertaking a strategic review to determine 'where are we now?' including stakeholder research, collaborator/competitor analysis and understanding when and how to use analytical tools such as swat
- Understand your organization and its environment
- Thinking about the relationship between outputs, outcomes and impact
- Identifying strategic direction
- Taking a fresh look at what your organization is, what it does, and why
- Clarifying mission, vision, values and direction of travel
- Recognizing the relationship between organization strategy and brand identity, and aligning the two
- Recognizing how the findings of the review will impact on the organization's strategic direction
- Setting strategic objectives
- Establishing success criteria
- Listing priority areas for action and developing objectives
- Applying smart strategic thinking skills
- Using outcomes-based tools
- Implementing the strategy
- Understanding the key factors involved in implementing strategy
- Using action planning tools such as logical frame working, action planning grids and planning wheels
- Communicating your strategic plan
- Undertaking effective monitoring and evaluation
- Understanding the difference between monitoring, evaluation and impact assessment
- Identifying the indicators, and how to measure their achievement
- Recognizing emergent approaches to monitoring and evaluation such as participatory, real-time, balanced scorecard