



DCM

Executive Search
Nonprofit Leadership
& Board Performance

FINDING YOUR NORTH STAR THROUGH STRATEGIC PLANNING



2 QUESTIONS

- Do you have a current strategic plan?
- Is it guiding your organization?



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BENEFITS OF STRATEGIC PLANNING

- Establishes direction and priorities
- Generates engagement and ownership of the mission
- Inspires Board, staff, and volunteers

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WHY DO WE DISLIKE STRATEGIC PLANNING?



Time consuming



Confusing process



Unrealistic goals



What about capacity and resources?

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GETTING STARTED
THE 4 P'S

- Purpose
- People
- Principles
- Process

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2022

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PICKING YOUR PLANNING TEAM

- CEO
- Board
- Staff
- Volunteer
- Community
- Funder



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PRINCIPLE #1

Understand the ecosystem



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PRINCIPLE #2

Plan “with” not
“for” your team



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PRINCIPLE #3

Strategies rooted
in a sustainable
business model



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PRINCIPLE #4

Swift and
seamless
movement into
implementation



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PRINCIPLE #5

Prepare to
navigate
emergent strategy



EFFECTIVE PLANNING: PROCESS



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AFTER THE PLAN IS APPROVED...

- Dashboard
- Align staff performance and coaching
- Keep strategy in every Board meeting

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Board strategy retreat



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QUESTIONS

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Thank You!



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