**LOVE INC NATIONAL CONFERENCE: September 2015**

**STRATEGIC PLANNING PRESENTATION**

**What is it?**

 **1—the process by which your vision & mission becomes implemented action**

 **2—a plan to make your vision and mission reality in the future in your context**

**3—the outward expression of the underlying belief that the future can be influenced and**

 **change can happen**

**4—your map to know where you’re going/where you want to go**

**What’s important about strategic planning?**

**1---planning should be stated in terms of measurable targets**

rejoice when achieved

**confess** when not achieved; go back to the ‘drawing board’

move ahead!

**2—defined targets come ahead of planning**

you must first define what your targets are before planning makes achievement possible

 **3—progress is more important than perfection**

keep working toward stated targets rather than looking for the perfect achievement

making progress is what’s more important

**4--most organizations have too many targets**

limited number of targets

fewer targets makes success possible

add more targets as success is achieved on earlier ones

fewer targets keeps ministry from getting fragmented

**5—start with building and improving strengths, not with improvement of weaknesses**

growing strengths first allows for improving weaknesses after

focus on weaknesses can be never ending

**6—purpose of planning is informed action**

planning is not first and foremost about planning

 guides decision making

 informs and guides resource allocation (people, time & money)

 makes possible saying “yes” to **best** directions

 makes possible saying “no” to **good** activities

**7—strategic planning (1-3 years is a long time)**

DON’T do planning for sake of knowing what to do “down the road”

DO planning to help you know what to do now which has future implications

**8—review plans regularly**

**Who should do it?**

 ***EVERYONE* …**

**HOW?**

**Setting the table:**

 1) Agree that the timing for strategic planning is right

 2) Review the Mission Statement

 3) Agree on the form/format of the plan

 4) Brainstorm key factors which will influence where you want to go

 5) Begin to discuss targets and strategies to meet the challenges identified

**RuthAnn Price**

**Missionary-In-Residence**

**Huntington University**

**Huntington, IN 46750**

**rprice@huntington.edu**