



# Are we ready for strategic planning?

Four critical questions for nonprofit leaders to consider before developing a new strategic plan.

# Is our purpose clearly articulated and widely understood?

## Are we ready for strategic planning?

■ We have a clearly articulated core purpose.

■ Everyone understands and supports the core purpose.

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### **If not.**

Invest your time and resources on clarifying the organization's core purpose. You may decide to include this work in the first phase of your strategic planning process.



# Are we ready to make tough decisions about how to prioritize our resources?

## Are we ready for strategic planning?

■ We are ready to reallocate resources to prioritize strategic work.

■ We are comfortable turning down opportunities that don't align with strategic work.

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### **If not.**

Consider revisiting your core purpose. Bringing clarity to your purpose may make it easier to prioritize resources.



# Do our staff have the capacity to implement a new strategy?

## Are we ready for strategic planning?

■ Our staff have time and flexibility in their workload to activate a new strategy.

■ Our staff have access to the skills and resources they need to activate our strategy.

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### **If not.**

Delay your strategic planning until you've addressed challenges with staff workload and burnout. Or, consider a full or partial program hiatus to allow staff the time to shift toward a new strategy.



# Does our organization need a new strategic plan?

## Are we ready for strategic planning?

■ We're not satisfied with our current strategy.

■ We need to adapt to changes to our internal and external environment.

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### **If not.**

Sometimes organizations look to strategic planning to resolve other internal concerns. Consider if there are specific tensions in HR, governance, admin or operations that need attention.

