

# Strategic Planning for Public Affairs

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# What Is Strategic Planning?

- Organizational Management Activity
  - Sets priorities
  - Focuses energy and resources
  - Ensures staff and stakeholders are working toward common goals
  - Establish goals and intended outcomes
  - Opportunity to assess and adjust the organization's direction

# What is a Strategic Plan?

- The document used to:
  - Communicate the chosen organizational goals
  - Outline the actions needed to achieve those goals and other critical elements identified during the process

# Steps in Strategic Plan and Management

## Step 1:

- Analysis and Assessment

## Step 2:

- Strategy formulation

## Step 3:

- Strategy execution

## Step 4:

- Evaluation

# Key Elements for Successful Strategic Planning

- Time horizon
- Inclusiveness
- Strategic Plan Leadership
- Senior Leadership Involvement
- Set Actionable Goals
- Communicate Often
- Coach Colleagues on Change

# Questions?

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