

## Template: Strategic plan

Strategic plans should encompass the next one to five years, and encourage the group to ask – where are we now? – where do we need to be? – how will we get there? – how will we know we got there? They should also be:

- Realistic, that is, achievable with the current resources in the specified time. Analysis needs to be conducted to ensure the ability to implement the strategic plan;
- ‘Big picture’, and cover the organisations vision, the most critical issues facing the organisation. The objectives should address the mission or core business of the organisation;
- Performance measures should be real and able to be assessed and measured, to easily see if objectives have been met:
  - Real measures include – %, \$, time, number, total, quantity, reporting, ROI [return on investment];
  - More difficult measures include – value, impact, relevance.

It may be necessary to develop more detailed operational plans for each key activity identified. The strategic plan template will help your group clarify its vision, purpose, objectives, strategies and tactics towards those strategies. Use the strategy template for every strategy developed.

**Start up Strategic Plan**

<b>Vision</b>									
<b>Purpose</b>									
<b>Objectives</b>									
<b>Strategies</b>									
<b>Tactics</b>									

## Start up Strategic Plan

Tactic	Actions – how will we go about it	Who we need to involve/consult	What resources do we need/cost	Responsibility
1				
2				
3				
4				
5				
6				