Strategic Planning Template

Title:

Most organisations will come up with a descriptive/imaginative heading for their Strategic Plan. The purpose is to capture people’s imagination / create a sense of dynamism/purposefulness. Ultimately, the title should encapsulate the purpose of the plan.

Timeframe:

What period of time is covered by the plan (i.e. 2 years, 3 years etc). This should be explicitly stated on the title page.

Foreword/Introduction

These may be either separate or combined. It/They are written by the CEO/Senior Manager to demonstrate the clear commitment of management to the implementation of the plan, and to provide some scene setting for why the planning process has been undertaken / what it hopes to achieve.

Vision, Mission and Values

These will have been discerned/articulated as part of the organisation wide planning process. The Vision is an articulation of what the organisation wants to see in the future, the mission is how they aim to achieve this and the values are the underpinning organisation philosophy which will enable the above to be achieved.

Goals

These are usually limited in number (i.e. usually no more than a maximum of 8-9) and are the specific aims to which the organisation will be working towards over the time frame of the plan. It should also be clearly stated who is working on which goal (i.e. names and what part of the organisation they belong to / job title /affiliation etc.

Objectives

Each goal will have a number of objectives – basically, these state how what actions are needed to ensure the goal is achieved. At least a tentative time frame should be attached to each objective.

BOTH GOALS AND OBJECTIVES SHOULD BE SMART (Specific, Measurable, Achievable, Realistic and Time-bound). This formula is central to devising/discerning goals/objectives.
Glossary of Terms

If terms/acronyms are used specific to a particular field/organisation, they should be listed here with a full explanation of what they mean/stand for.