

STRATEGIC PLANNING IN A CRISIS

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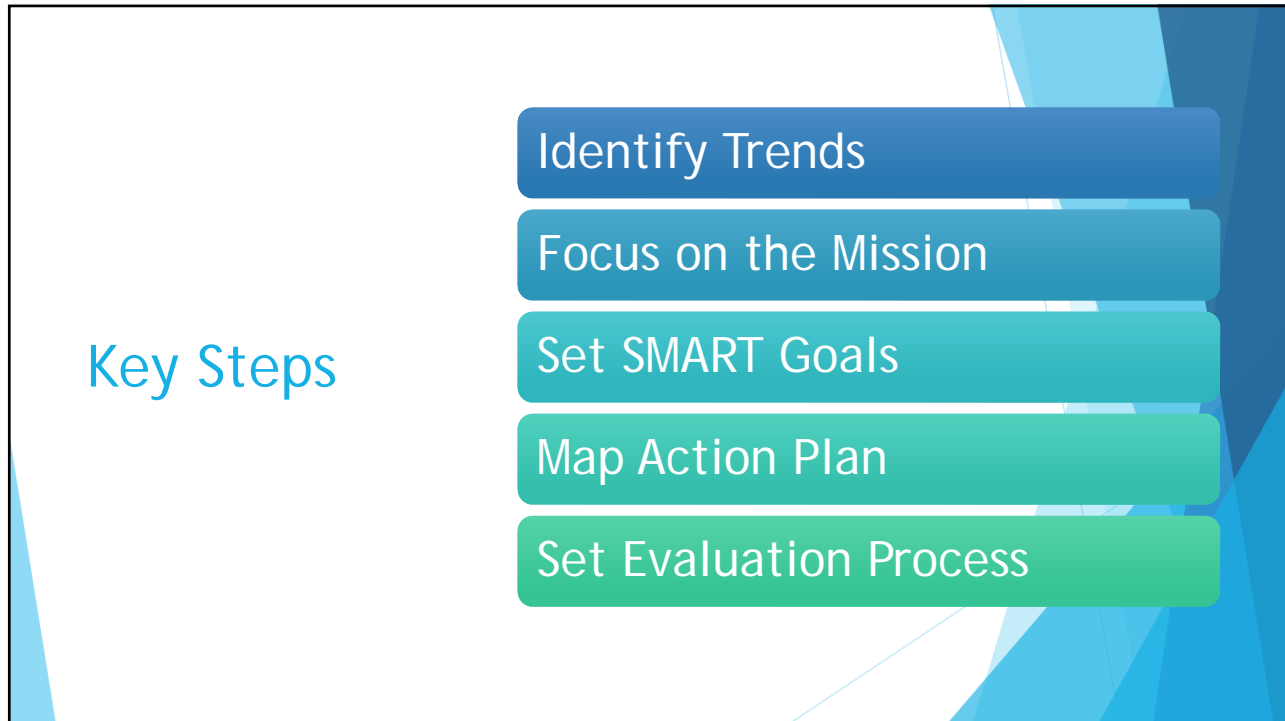
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What is strategic planning?

-  Mapping process for desired future
-  Mechanism to accelerate change
-  Setting goals and adopting tactics to move forward

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A slide titled "Key Steps" with a white background and blue geometric accents. The title is in blue text on the left. On the right, five horizontal bars in a blue-to-green gradient list the steps: Identify Trends, Focus on the Mission, Set SMART Goals, Map Action Plan, and Set Evaluation Process.

Key Steps

- Identify Trends
- Focus on the Mission
- Set SMART Goals
- Map Action Plan
- Set Evaluation Process

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A slide titled "Identifying Trends" with a light blue background and white geometric accents. The title is in blue text on the left. On the right, four horizontal bars in a blue-to-green gradient list methods: Benchmarking, Surveys, Focus Groups, and Interviews.

Identifying Trends

- Benchmarking
- Surveys
- Focus Groups
- Interviews

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Environmental Scan in a Crisis

- ▶ Measure impact of the crisis
- ▶ Identify new threats
- ▶ Evaluate resources and capability
- ▶ Review opportunities
- ▶ Seek reliable sources







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Mission focused planning

-  Focus on your purpose
-  Identify your niche
-  Set your vision
-  Rely on your core values

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Knowing your values

-  Core values are guiding principles for how business is conducted
-  Provide parameters for what is acceptable
-  Drive decision making
-  Define culture

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Mission and Vision in a Crisis

- ▶ Stay true to your mission
- ▶ Review your core values
- ▶ Crystalize your vision



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Goal setting

-  Three to five priority areas for growth or development
-  Significant impacts on the organization
-  Accelerate change toward the desired vision

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Goal Setting in a Crisis

- ▶ Work in shorter time periods
- ▶ Make them impactful
- ▶ Respond to the environment
- ▶ Manage resources
- ▶ Keep them SMARTER
 - ▶ Specific
 - ▶ Measurable
 - ▶ Actionable
 - ▶ Realistic
 - ▶ Timely
 - ▶ Ethical
 - ▶ Reportable



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Action planning

-  Resources to be allocated
-  Accountability
-  Timeline for success

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Action Planning in a Crisis

- ▶ Prioritize and Delegate
- ▶ Chunk into manageable milestones
- ▶ Work in themes to make sense of many items
- ▶ Keep it simple and effective
- ▶ Communicate
- ▶ Celebrate small wins



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Measuring for success

- 

How do you know you've achieved success?
- 

Match your resources
- 

Check milestones regularly

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Opportunities in the COVID-19 Crisis

- ▶ Evaluate everything
- ▶ Reimagine events
- ▶ Reduce the excess
- ▶ Simplify and streamline
- ▶ Punctuate value
- ▶ Invite yourself to the table
- ▶ Redesign the work
- ▶ Recruit new volunteers



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Contact



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