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# Understanding Strategic Planning

## What is a Strategic Plan?

It's a long term, whole of organisation plan that is based on BIG PICTURE questions:

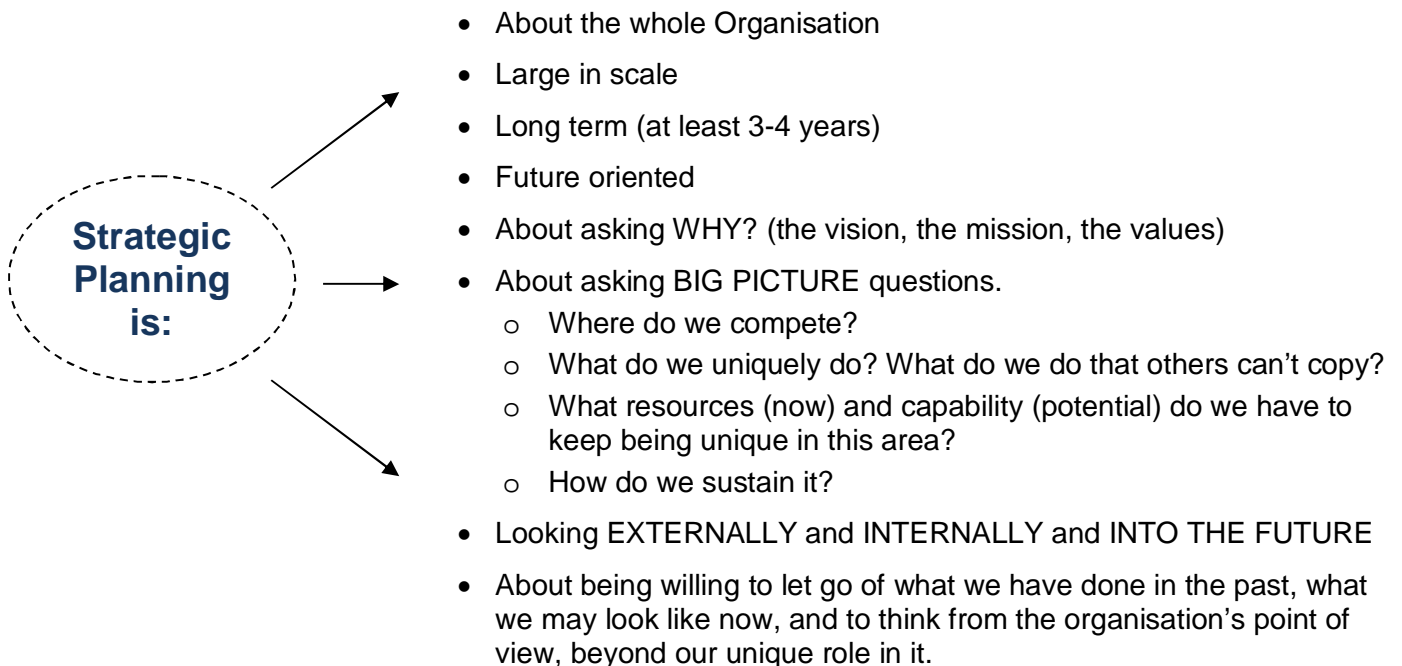
**WHY DO WE EXIST?** Why be an organisation? What do we 'stand for' (values)? What difference do we want to make in the world / community? What's our role in making that difference in happen?

**WHERE DO WE COMPETE?** What industry are we in? What do we offer people? Who else offers similar things? What problem do we solve for people? What difference do we make for people?

**WHAT DO WE DO BETTER THAN ANYONE ELSE?** What's our unique value in the industry? Unique compared to our competition? What do we uniquely offer? Value only we give? Tangible things and intangible things.

**WHAT RESOURCES AND CAPABILITIES DO WE HAVE TO PROVIDE THIS UNIQUE OFFERING?** Resources are what we have now, capabilities are about what we could get, could grow, could develop. Capability is potential. Strengths & weaknesses.

**HOW DO WE SUSTAIN THIS OVER TIME?** Particularly as the client group change over time, workers, competitors, etc.





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# Overview of the Strategic Planning Process

