

# Purposes for Strategic Planning

Strategic planning requires dedication of time and money.<sup>1</sup> Organizations must determine if the benefits of preparing and implementing a strategic plan will outweigh the costs. Either way, an organization needs to plan for the future, whether formally or informally, or consequences will ensue. Mission Lift recognizes six major reasons for developing a strategic plan:

- It permits discussion of issues in a proactive rather than reactive mode.
- It requires an action plan to solve real problems faced by an organization.
- It provides a formal mandate for the reallocation of resources to respond to changing conditions, and the means to obtain additional resources if required.
- It builds inter-board relationships that might not otherwise exist, and creates a partnership among the board chairperson, board members, staff, funder, and other stakeholders.
- It provides a mechanism for the board, staff, and organization stakeholders to become more informed about the activities and problems faced by the organization.
- It provide an opportunity to focus on the forest rather than the trees—leaders of an organization can focus on the overarching mission and vision rather than the day-to-day issues of personnel, budgeting, office management, board relations, public relations, etc.

Mission Lift will efficiently assist your organization in developing a strategic plan by ensuring the time and money committed to the process will certainly pay off in the outcomes that are produced.

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<sup>1</sup> Information in this document comes from: Grobman, G.M. (2004). *Introduction to the Nonprofit Sector: A Practical Approach for the 21<sup>st</sup> Century*. White Hat Communications.