



## Organisational Strategic Plan Outline

*Below are possible sections to integrate, they will not all be needed - Consider mixing up the modes of presentation with bullet points, charts, text boxes etc - Change the wording of sections to best suit your comms style and target readership – Edit like a demon... - Recommended 6-8 pages, plus appendices.*

### Executive Summary

- Do this last, focus will depend on a) key comms messages b) target readership

### Organisational purpose

- Vision, Mission, Values or other ‘who we are and why we exist’ statements

### External context

- Recent past, current, trends analysis
- The need to support our users / beneficiaries
- Funding environment

### Where we are

- Our track record (draw from SWOT, stakeholder input and analysis)
- Key lessons learned

### Where we are going (*the key section*)

- How we plan to respond to the need
- Ambition and approach to risk
- What we must continue to do and why
- What we will develop and do differently
- What we will not do

### How we will get there (*longest section*)

- (Theory of Change / Logic model)
- High level objectives, aim for 5-6 (including one developing organisational capacity to deliver)
- Phases of delivery and their focus / theme
- Funding streams (investment plan and top-level targets)
- Quality assurance / MEL / impact
- Staff development
- Digital development
- Development of any other key functional areas
- Monitoring and review of relevance and progress of this plan
- Status of more detailed annual workplan/ business plan

(Appendix) Outline of the strategy development process and analysis such as SWOT, PESTLE etc