



# Getting Back on Track:

## Online Strategic Planning



**Non Profit Training**

educating and empowering those with purpose

# About the Session

- The foundations for successful planning
- Knowledge of the planning process
- An appreciation of how a plan can steer the organisation and win support members and other stakeholders
- Some online tools to assist

# What Strategic Planning isn't...



- A tidy process
- An enormous document that is too big to complete or resource
- Something that's left on the shelf
- A document that has all the details and actions and answers from the get go

# What Strategic Planning is...



- A map with a clear general direction
- A document with some anchor points
- Has sequential steps
- Able to be measured

# Legitimacy



Who do we need to involve?

# Reflection

*"We need to know where we have come from in order to understand where we need to go"*

Mick Dodson AM

# Reflection: Capturing Success



- What were our wins
- What are you proud of
- What do you get excited about

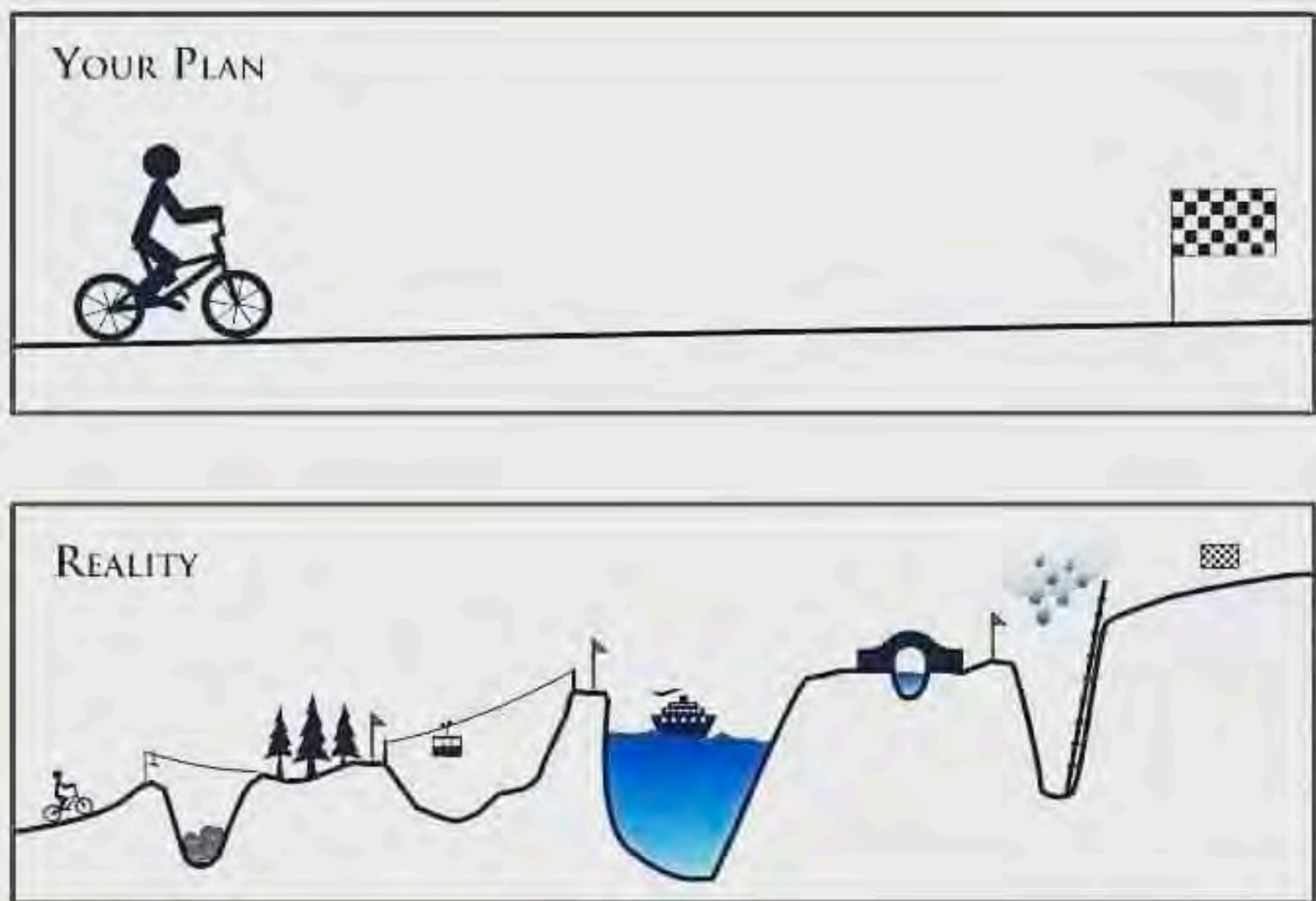


# Gathering Inputs

- Collation tools: Survey Monkey, Jotforms, Google forms
- Slido, Zeetings
- Asking people to post ideas, pictures and stories online using your social media platform
- Interviewing people about their story of change
- Ask for video of what they think, their ideas and answers to the questions we have posed
- Use text messages to get information
- Ask people to write ideas on the whiteboard, pavement, sheets of paper as they enter the building



# Reflection: What Would We Change



# Thinking Forward



One Action?

One Change?

*...to make the biggest impact on our vision*

# KISS

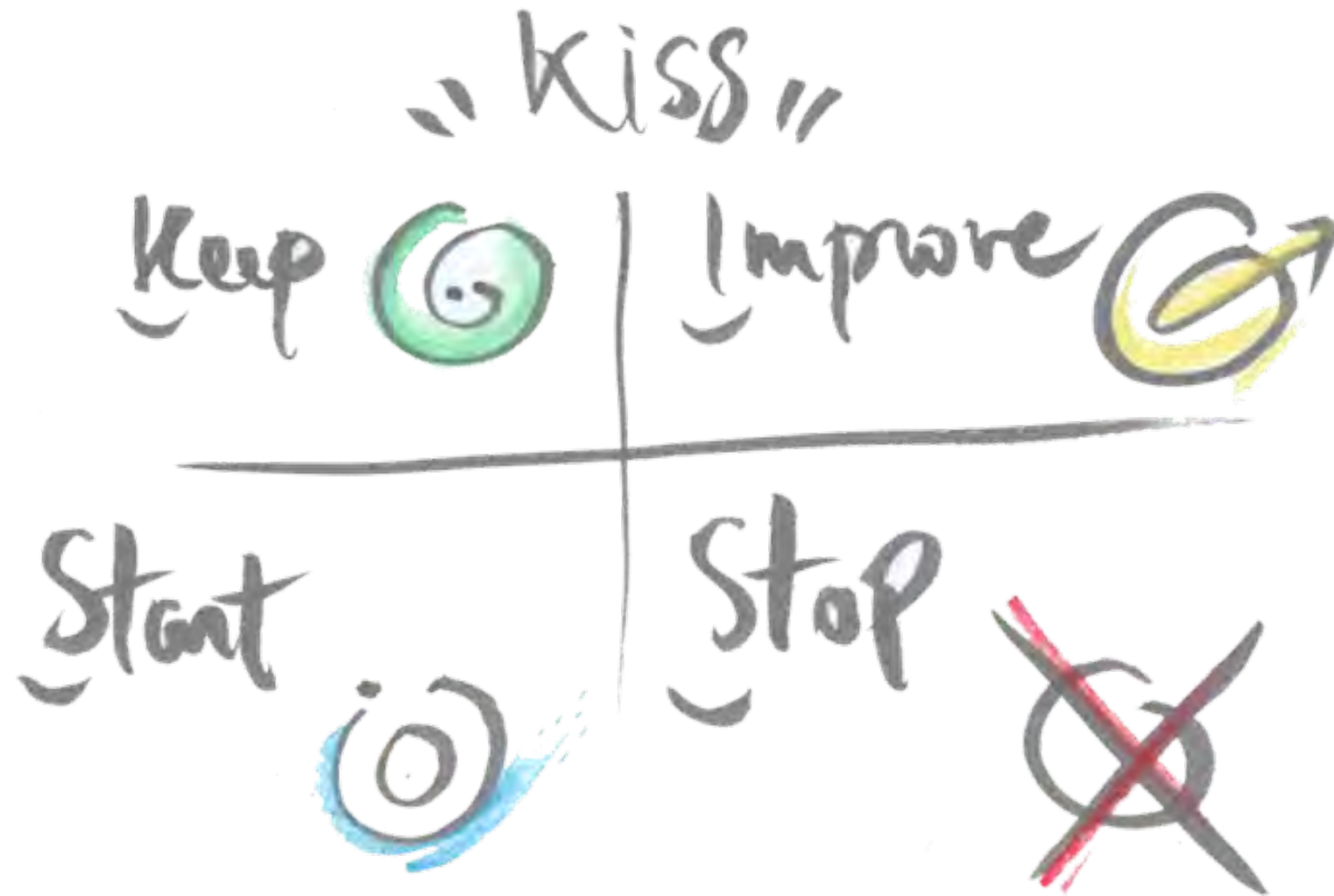


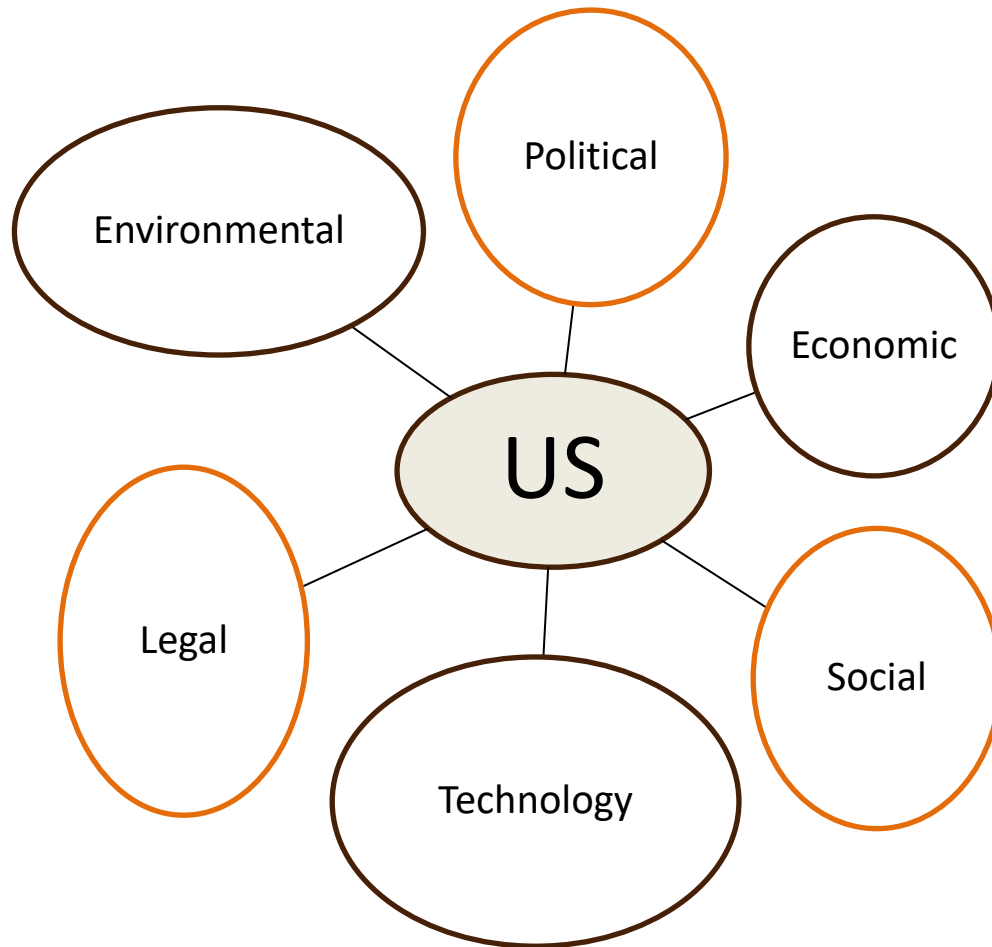
Image: Luisa Tuzza

# What's in Your Speech?



Image: Meeting Tomorrow Blog

# What's Happening Around Us?



- Power?
- Drivers / blockers of change?



# What's Happening Within?



# Strategic Goals

## MISSION

To transform cardiovascular care and improve heart health

## VISION

A world where innovation and knowledge optimize cardiovascular care and outcomes

## CORE VALUES

Patient-Centered  
Teamwork and Collaboration  
Professionalism and Excellence



Common goals, themes or pillars of plans include:

- Growth
- Governance
- Internal capacity
- Quality service

# SMART Goals







Advocacy 4

Objectives 15

Lobbying

Campaigning

Federal representation

Success will look like... 4

Building momentum through linking campaigns  
Maintain relationships over period of time  
Sustaining effort across a number of years on important issues which reflect our values

Research and Reporting 5

Original research and data gathering

Quality analysis

Accessibility of research

Trends and career outcomes after postgraduate studies

Go to organisation for research measured through ...  
Survey responses from affiliates increased from X to Y

Governance 5

Transparency and accountability

Financial viability

Risk Management framework

Succession and inductions

Members have confidence XX is well run  
XX has cash reserves of six months of operations  
XX has plans, policies and procedures to guide decision-making

Engagement 5

Knowledge transfer

Closing feedback loops

Visibility through social media and reporting

Clarify our value proposition for Members

Type something

# Our Community Members

12 year old girl



A local family



30 year old man  
with a young family



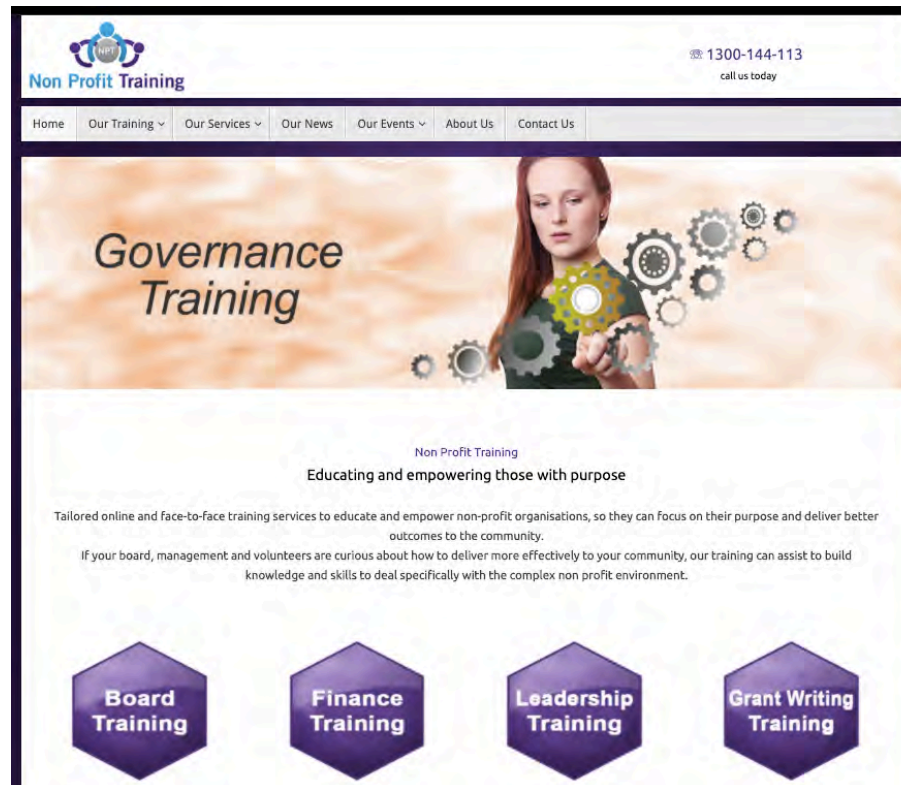
# Questions



# Webinar Resources

To access the resources from today's webinar, click on the link below to the Non Profit Training website:

<https://nonprofittraining.com.au/webinar-information/>



# Thank You!

Contact us  
Non Profit Training  
1300 144 113  
[info@nonprofittraining.com.au](mailto:info@nonprofittraining.com.au)

