

# Strategic Action Planning



Complex societal problems require an adaptive action-oriented approach. Traditional strategic planning is often not up for the job.

## Approach

- Most strategic plans are unrealistically far-reaching and static in nature, making them quickly irrelevant to an organization's day to day operations.
- Strategic Action Planning engages your whole organization in a process of upward movement and positive change.
- It challenges organizations to envision the future they want to create and identify desired measurable results that reflect this. We acknowledge environments are in constant state of change and encourage adaptive flexible strategies to reach desired results.

**Duration: 6 months**

## Why do this?

- You will start down a path of long-term sustainability and growth. The process aligns all of your resources so they are moving forward together.
- **Substantially increase your revenue and community impact.**
- Act on opportunities that are fully aligned with your stated desired results and vision for the future.
- Deepen your relationship to your team, board of directors, existing customers, clients and donors.

## Key Take-Aways

- Walk away with a powerful fully branded public facing powerpoint deck that positions you to share your vision with key stakeholders.
- A second more detailed document provides your team with a road map for transparent allocation of financial resources, time, and human capital aligned with your vision and goals.
- Each team member understands how their role and actions contribute to the vision and desired results.

## Contact Us

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"HIGOL's Strategic Action Planning process helped focus the board and staff around clear desired results, goals, and strategies. As a result, the Board is inspired and understands the organization more thoroughly, so they taking more ownership and actively helping us achieve our goals."

– Sandy Sweitzer, Triangle Land Conservancy