



Making Strategic Planning Agile & Impactful

16TH ANNUAL
NONPROFIT SUMMIT
OF THE MIDLANDS.

Facilitator Introductions



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Specialization: Value Proposition

Associate Professor of Management

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Specialization: Vision, Mission, Values

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SESSION OUTLINE

Committing to the Relevance of Strategic Planning

Identifying your Sources of Differentiation

Building the 1-Pager: Connecting the pieces



Strategic Planning

WHY? *and*

WHAT IS IT?



<https://padlet.com/erinpmiles/y0zosmumrkouhuqi>



The Relevance of Strategic Planning



2020

New organization... The sky is the limit,
but no identity and resources evolving



Established... Identity established,
environmental changes, new
constraints

2022

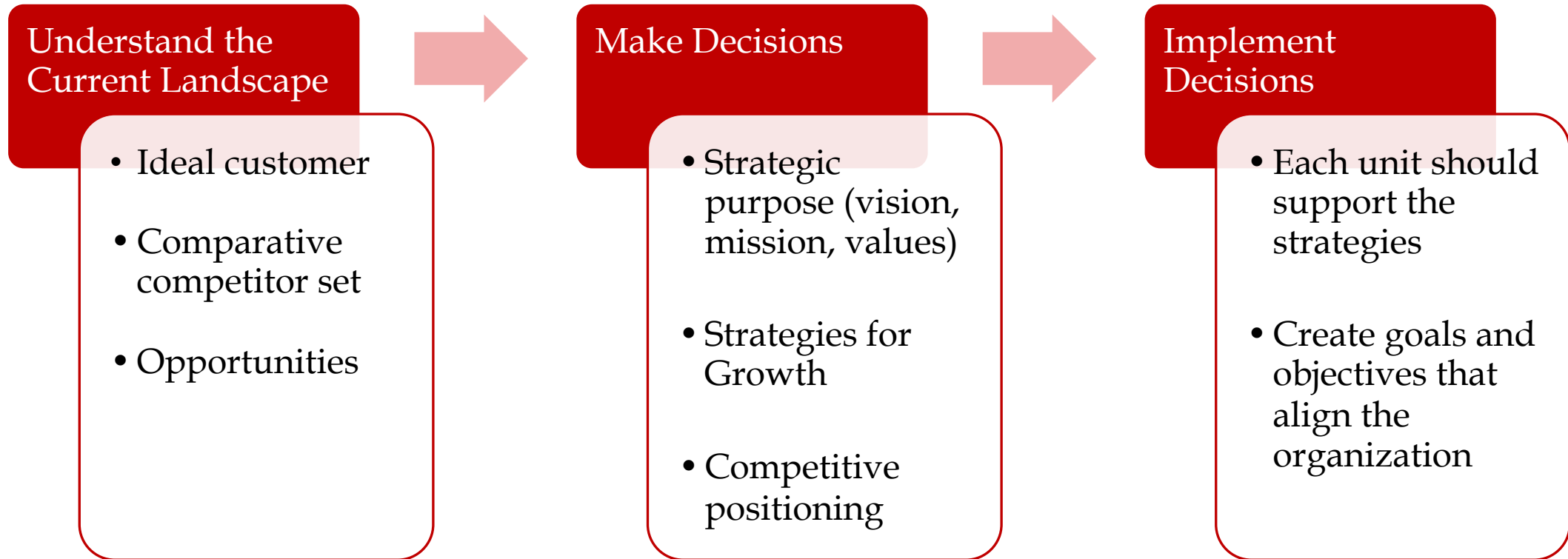
Meeting you where you are now...
and leading you into the future

STRATEGIC PLANNING

Strategic Planning

Strategic planning is the management process of developing and maintaining a **VIABLE FIT** between the organization's **objectives and resources** and its environmental **opportunities and threats** to define a roadmap for achieving success.

Strategic Planning: A Process



To enable agility, organizations need an *effective, stable backbone*



Strategic Planning FAQs

Who to include?

How long should it take?

What do I need to understand beyond my organization?

How often should we do it?

What happens next?

How do we make Strategic Planning Relevant to you?



GOAL: What do you do that's different?



Raise Your Hand If
You...

Are grant funded

Courting a potential donor?

Makes the community a better place?

These things are NOT your differentiators.



How does YOUR organization...

Differentiate itself from the comparative competitive set?

**Revisiting your
Key Differentiators**



What makes your organization unique? What exclusive value does your nonprofit bring to the community?

Key Differentiators...

Find your 'Wow'

Dive down to a more specific audience

Ask yourself, 'What if We Went Away?'

Focus On Advancing The Impact By Combining Forces

Define Your Core Values And Mission

Leverage Your Story

Use Content, Connections And Community

Collect And Share Impact Data

Sources of Differentiation



PROGRAMMING



RELIABILITY / QUALITY
/ ACCESSIBILITY



BRAND-CAUSE
ASSOCIATION

Strategic Choice

You can't be everything to everyone. Pick one thing and do it really well.



The Cancer Research Institute (CRI) is a nonprofit organization dedicated exclusively to advancing immunotherapy to treat, control, and cure all cancers.

ASK.

TALK TO YOUR STAKEHOLDERS - YOUR CUSTOMERS,
EMPLOYEES, BOARD MEMBERS, COLLEAGUES...

Ready.
Set.
Action.

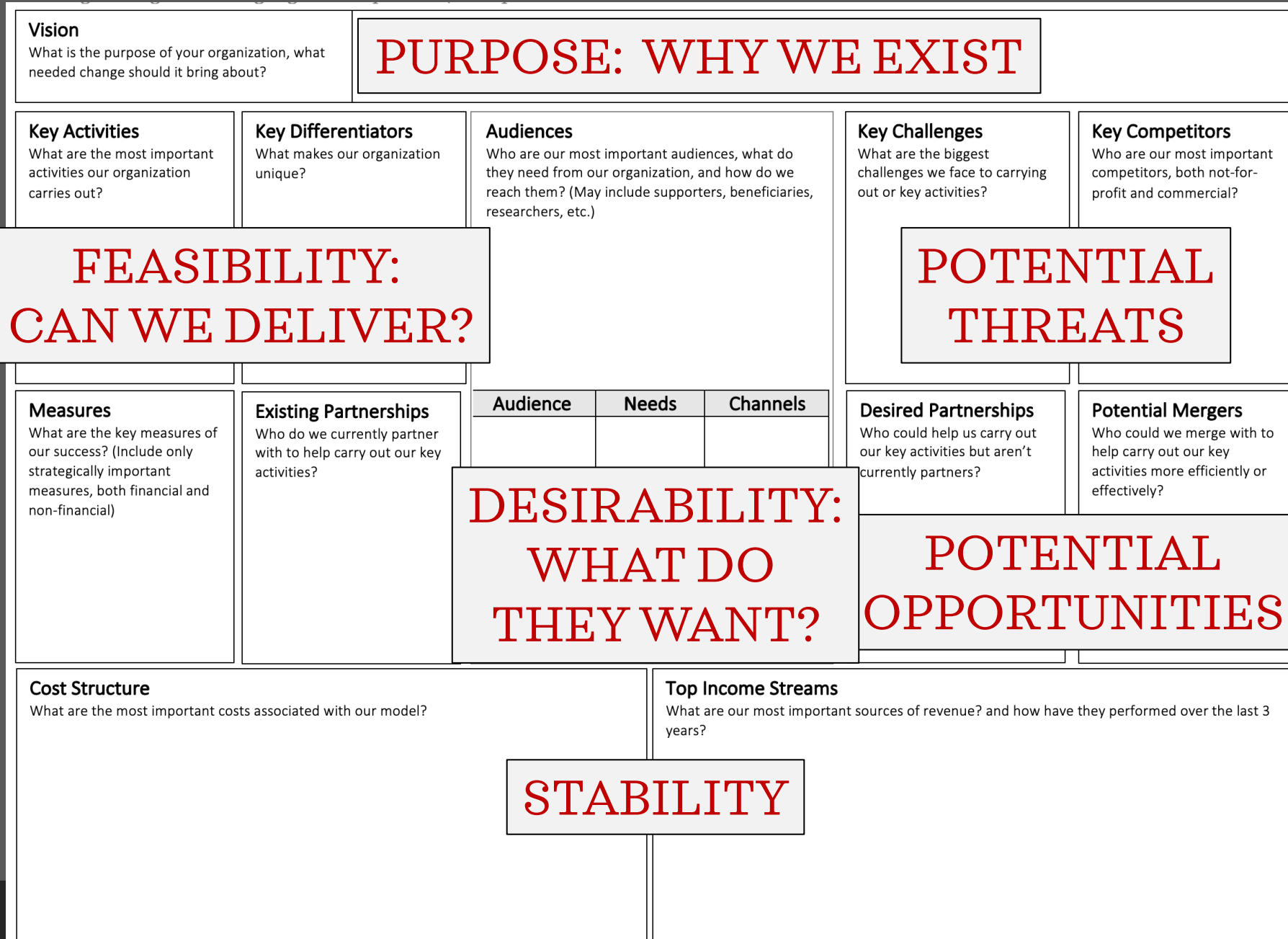
MOVING FORWARD... *STRATEGICALLY*

Building the 1-Pager. A Nonprofit Business Model Canvas

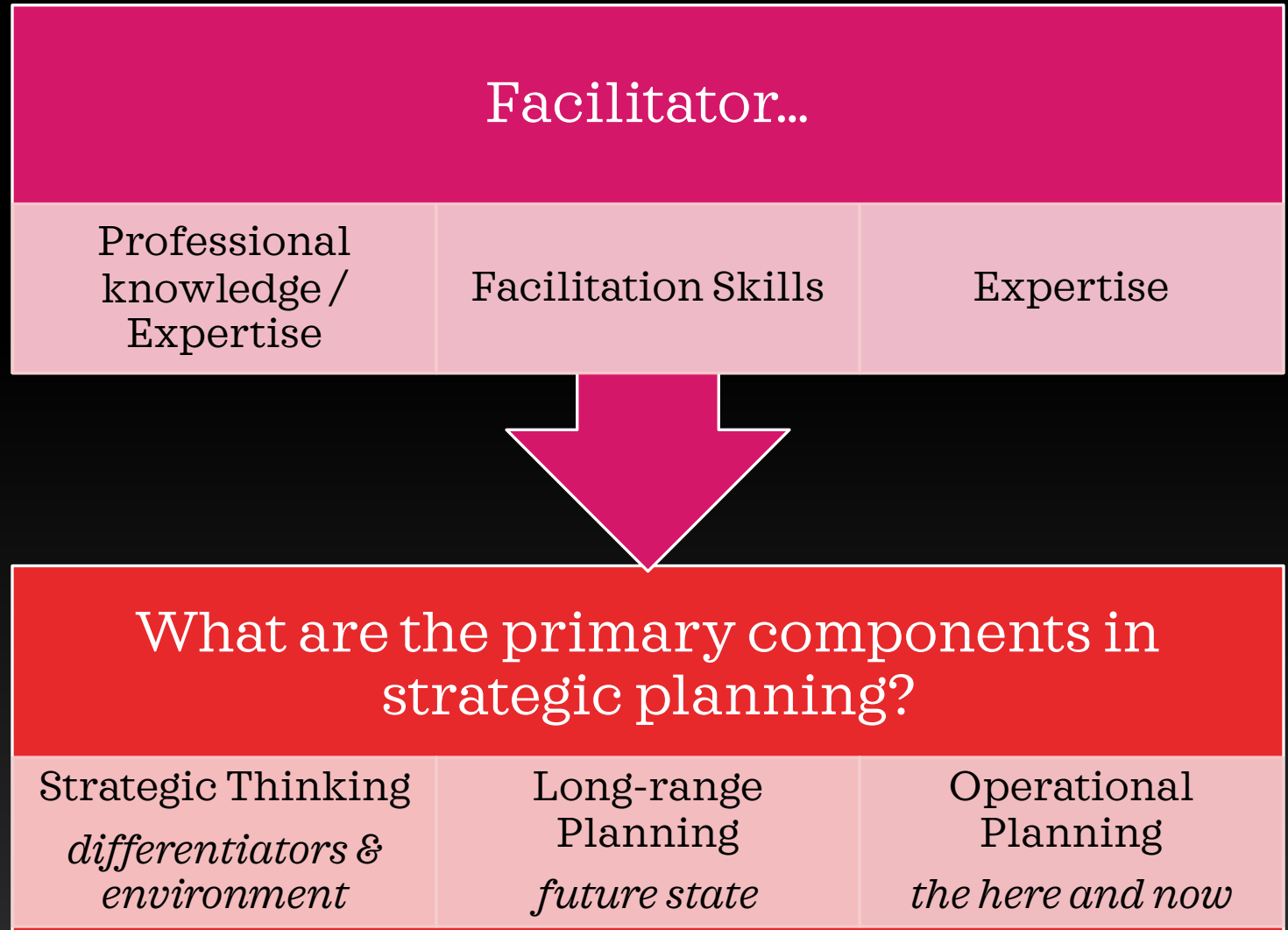
Vision What is the purpose of your organization, what needed change should it bring about?				
Key Activities What are the most important activities our organization carries out?	Key Cause Differentiators What makes our organization unique?	Audiences Who are our most important audiences, what do they need from our organization, and how do we reach them? (May include supporters, beneficiaries, researchers, etc.)	Key Challenges What are the biggest challenges we face to carrying out our key activities?	Key Competitors Who are our most important competitors, both not-for-profit and commercial?
Measures What are the key measures of our success? (Include only strategically important measures, both financial and non-financial)	Existing Partnerships Who do we currently partner with to help carry out our key activities?	Audience	Needs	Channels
			Desired Partnerships Who could help us carry out our key activities but aren't currently partners?	Potential Mergers Who could we merge with to help carry out our key activities more efficiently or effectively?
Cost Structure What are the most important costs associated with our model?	Top Income Streams What are our most important sources of revenue? and how have they performed over the last 3 years?			



NON-PROFIT BUSINESS MODEL CANVAS



Who Does What?



NON-PROFIT BUSINESS MODEL CANVAS

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Revisiting Today's Objectives

How will you use strategic planning in your organization? How could you use it in a way that is impactful?

Does everyone in your organization have a good idea of what differentiators are and how they are being leveraged?

Could you use the nonprofit business model canvas to connect your strategy to other initiatives in your organization?

Contact Us At...



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