

STRATEGIC THINKING AND PLANNING - OUTLINE

Organization vision
Organization values and organizational culture
Mission statement

Assessment(s)

Strategic questions
Strategic goals

Activities – Action Plans: tasks – responsibilities; projects, programs,
services, events, campaigns, infrastructural developments

Measurement methodology and plans

Planning process elements

Functional Strategies

- Financial
- Resource development
- Human resource
- Communication: PR / Marketing / Brand

Planning process
Logical model