

*“The Center for Association Resources provided valuable guidance for our Board as they began a strategic transformation. The information and insight they provided offers our Board a reference point for their continued journey. We refer to these materials regularly as we continue to redefine the Board’s work.”* Celeste G, Kirschner, Executive Director, Illinois Physical Therapy Association, [www.ipta.org](http://www.ipta.org)

#### STRATEGIC PLANNING SERVICES FOR NONPROFIT ORGANIZATIONS

The changing tenor of the times demands that strategic planning be conducted on an annual basis. Because directors rotate periodically, most members are not aware of the challenges of running a nonprofit organization.

We train and guide governing counsels and bodies, truly leading them out of harm’s way as well as providing a strong foundation for good business posture.

An informed and motivated board combined with a flexible and accepted strategic plan linked to the current budget is your organization’s blueprint for success.

#### HOW STRATEGIC PLANNING WORKS

Strategic planning follows a fairly straightforward process. Prior to the first session the leadership team is asked to identify four key issues facing the organization. These issues are then assigned to teams for detailed discussion, to work on ideas and solutions, and to present them when the planning sessions are held.

Once the facilitated sessions are complete, an action plan is developed that is tied to operational goals and presented to the leadership group. It will include a

communication plan to inform and engage key stakeholders, members and staff. Collaboration among all stakeholders is key to success.

Strategic planning is the means for your board to be:

- Goal oriented and policy-focused
- Accomplished in policy management
- Able to set clear and measurable goals
- Aware of the decision-making process of the organization
- Armed with a comprehensive Strategic Business Plan

By implementing our Strategic Planning Program, your Board of Directors will be prepared to:

- Implement goal oriented planning
- Set standards for business practices
- Write, implement and maintain an operational business plan
- Maintain focus on the mission, regardless of challenges
- Stay current and functionally efficient

We encourage you to visit our website to learn more about our Strategic Planning Services at [www.association-resources.com](http://www.association-resources.com), or call us for a preliminary consultation at:

888.705.1434

#### Strategic Planning Benefits

*If you consider nothing else about strategic planning, consider this: Without a clear road map to where you are going, any road will do. In other words, without spending the necessary time in carefully articulating a plan, your organization will be left to wonder what the best course of action is in any given situation. Often, that situation will come upon you seemingly out of nowhere because it wasn’t anticipated through a strategic planning process that identified SWOT: strengths, weaknesses, opportunities, and threats. Any worthwhile strategic planning process will incorporate a variety of measures so that there are no surprises throughout the year.*

To learn more about the benefits of strategic planning and for additional information about the Strategic Planning Services we offer visit our website at:  
[www.association-resources.com](http://www.association-resources.com)