

Module 14. Strategic Planning

How to write a Strategic Plan

1. *Develop a communal vision* with all partners and stakeholders
2. *Decide what you want to achieve.* What will be the outcomes of your projects?
3. *Describe the projects.* What exactly do you want to do?
4. *Identify potential funders* – Who might be interested in these projects?
5. *Ensure your projects meet the criteria and philosophy of the funders you are targeting.*
6. *Consider the principals involved,* i.e. AGD, HR approaches etc
7. *State key values,* gender equality, accountability accessibility etc
8. *Develop focus areas.* -Break the task down into achievable chunks
9. *Create specific objectives.* -what do you want to achieve in each section of the project?
10. *Define key performance indicators* – What is your evaluation strategy?