

PAINLESS STRATEGIC ACTION PLANNING

OUR APPROACH

Through years of strategic planning work and helping clients navigate the challenges, IntuWork proposes using our proprietary method for painless strategic action planning, a holistic, five-step approach.

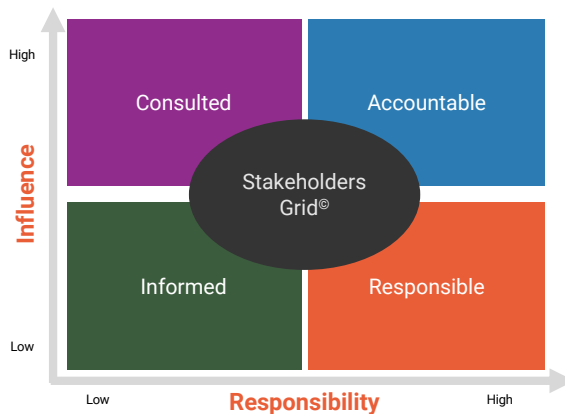
The five steps are as follows:

1. **Gather Your Crew:** Engage stakeholders to ensure proper diversity of thought and buy-in. It is crucial for stakeholder engagement to provide strategic insight, support risk management, enhance commitment, and provide community representation. Stakeholders might include:
 - **Internal Stakeholders:** Staff and volunteers.
 - **External Stakeholders:** Board members, donors, partners, community groups, grantees, regulatory bodies, and, if relevant, the general public.

Stakeholders may vary in their levels of influence on the organization and interest in its activities, which is crucial for strategic engagement. We also use Stakeholders Grid below to define stakeholders.



¹Figure 1: Painless Strategic Action Planning © Process



²Figure 2: Stakeholders Grid ©

2. **Map Your Mission:** Use your Theory of Change (TOC) and logic model to map out the pathway from initiatives to outcomes to the ultimate impact, linking activities and their effects.
3. **Set Your Sights:** Create P.A.C.T. Goals (Purposeful, Actionable, Continuous and Trackable) that are more intuitive than SMART Goals.
4. **Chart Your Course:** Strategy without action is money wasted.
 - **Timelines and Milestones:** Based on your TOC and logic model, we will create an action plan and an evaluation plan that includes:
 - Matching roles and responsibilities with the Stakeholder Grid.
 - Ensuring clear ownership and accountability for each component.
 - Setting achievable deadlines that account for potential delays and resource constraints.
 - Integrating flexibility for adjustments based on monitoring and evaluation.
 - **Communications:** The action plan will include a communication strategy for each group on the Stakeholder Grid using a variety of techniques and mediums.
5. **Navigate the Journey:** Monitor your progress, measure your impact, and make adjustments as needed.