

Mistakes Organizations Make in Strategic Planning





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Session Goals

Today you will learn

- 8 common mistakes organizations make in strategic planning
- How to overcome these pitfalls
- The benefits you will gain by engaging in this important process



Behaviors that cultivate learning

- **Stay curious**
- **Stay in the here
and now**



Today's Agenda

Why do strategic planning?

Mistakes Organizations Make

Antidotes

Benefits

Polling

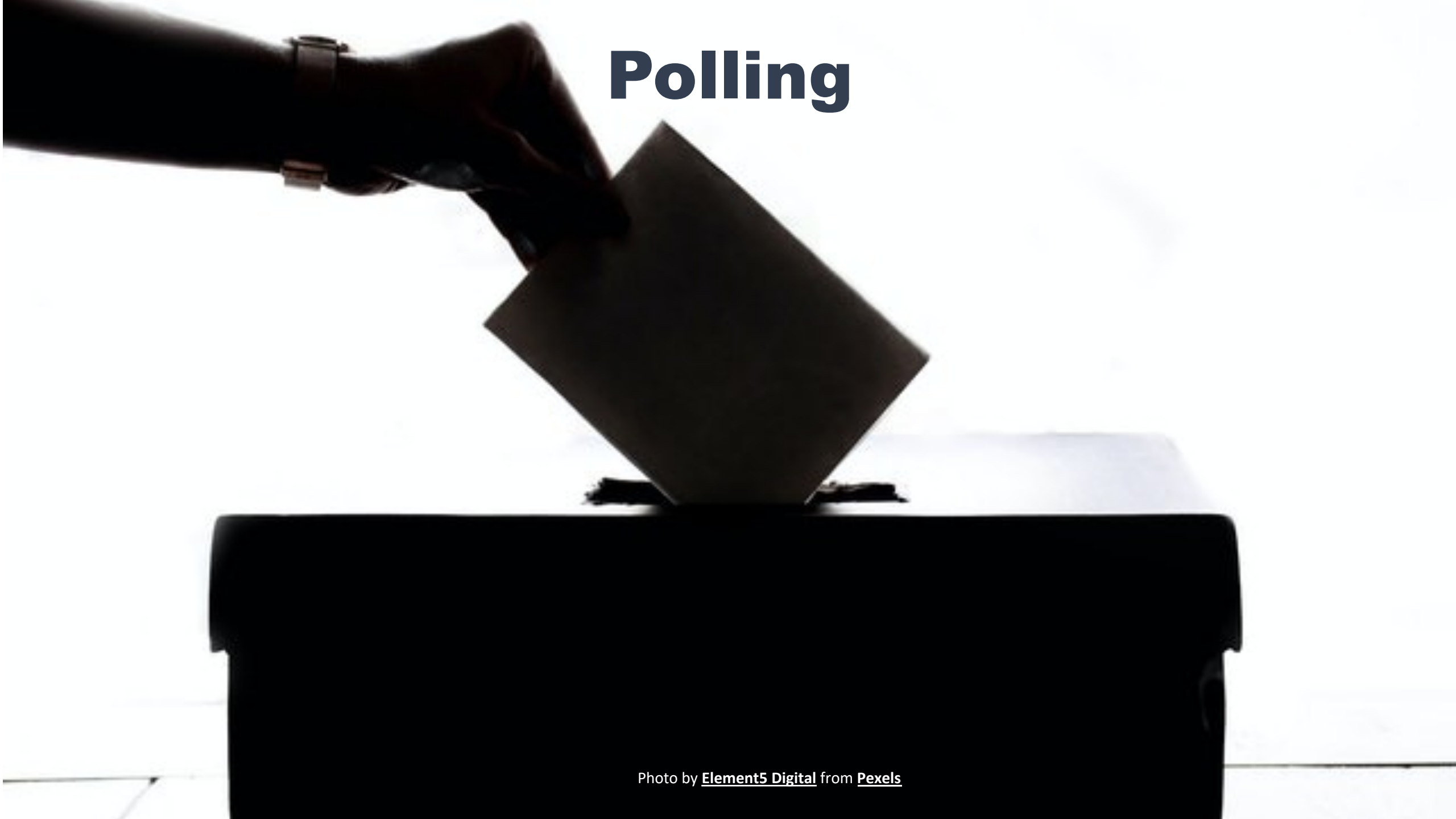


Photo by [Element5 Digital](#) from [Pexels](#)

A close-up photograph of a colorful spinning top toy in motion. The toy is a teardrop shape with a wooden rim and a central point. It is blurred due to motion, showing vibrant streaks of green, yellow, orange, and red. The background consists of white horizontal window blinds. The text "Is strategic planning still relevant?" is overlaid in the center in a bold, black, sans-serif font.

**Is strategic planning
still relevant?**

Photo by Ken Yee

“A **systematic** process through which an organization agrees on and **builds** key **stakeholder** **commitment** to **priorities** that are essential to its **mission** and **responsive** to the **organizational** **environment**.”



Photo by Caleb Roegnack

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Why do strategic planning?

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Lacks Buy in



Photo by Ilia Noe

Lacks Data

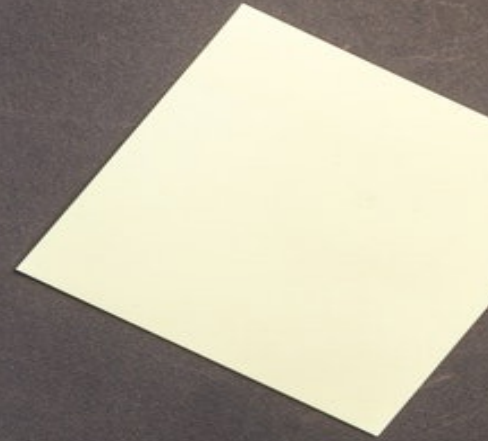


Not Grounded in Reality



Photo by Greg Rakozy

Failure to Operationalize



Too Complicated

Photo by Markus Spiske

**Not Enough Time
Allocated**

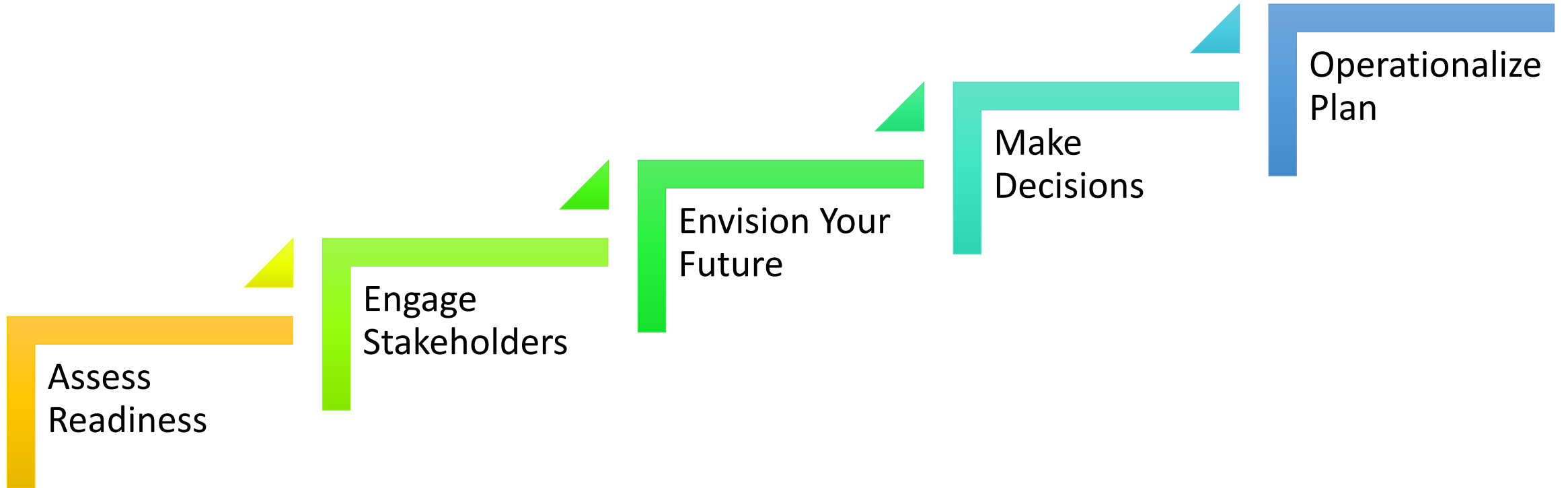


Not Ready for Change



Photo by Ross Finden

Steps





Readiness: Is it the right time?

Photo by Matt Piatt

Stakeholders: Who?



Envisioning
Your Future



Photo by [Ian Schneider](#) on [Unsplash](#)

Making Decisions



Operationalize: YR1 workplan

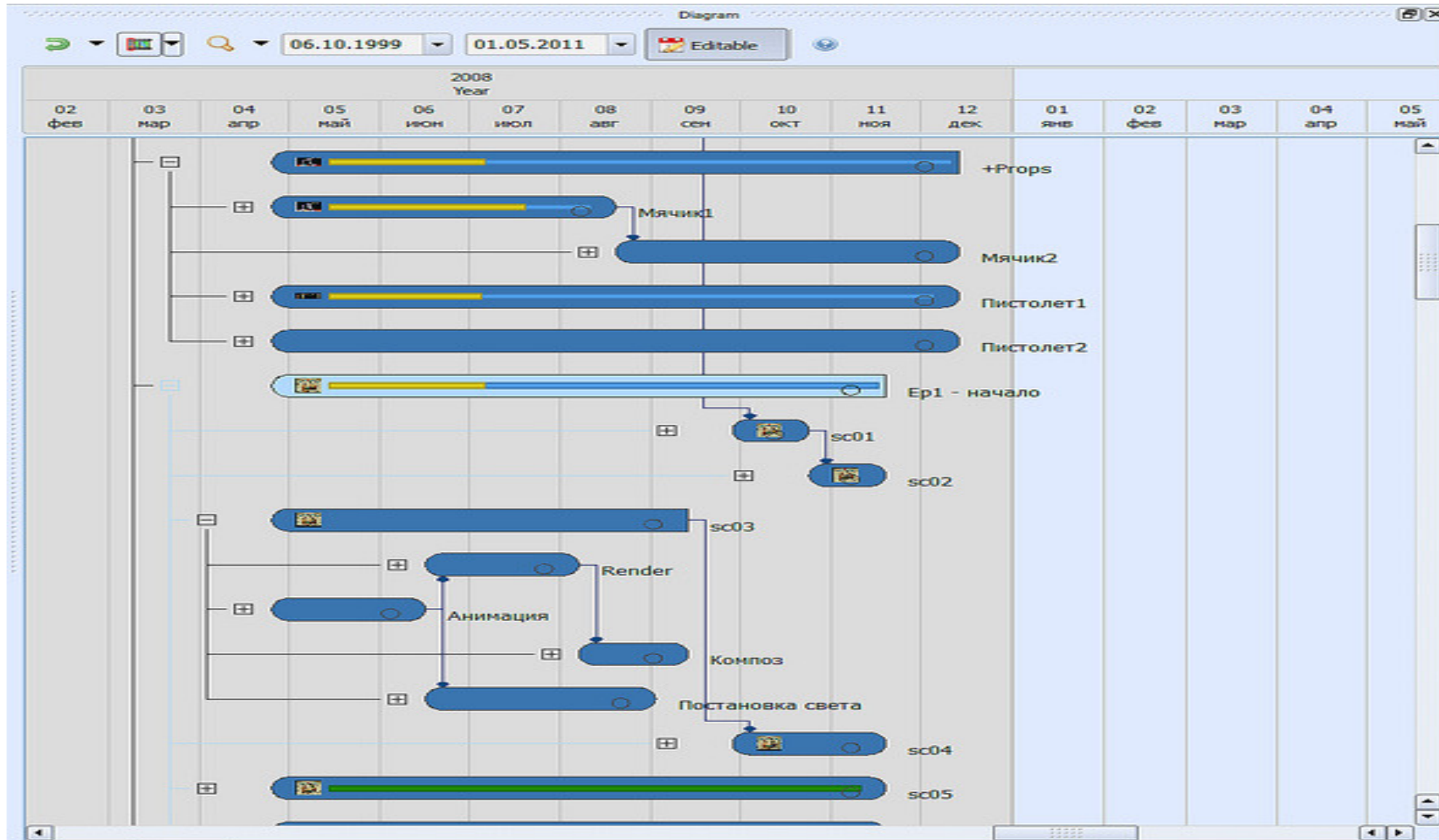


Photo by Konstantin Kharitonov

Polling



Photo by [Element5 Digital](#) from [Pexels](#)



Today's Agenda

Why do strategic planning?

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Benefits

Increase Your Likelihood of Success



Photo by Ambreen Hasan

Build Buy In



Build in Data Gathering & Analysis





**Allow
enough
time**



Balance Stretch goals with reality



Photo by [cottonbro](#) from [Pexels](#)

**Keep it
simple,
keep it
flexible**

Stubborn

on
Vision

Flexible

on
Details.

Agree on a monitoring & tweaking process



Operationalize: YR2 workplan

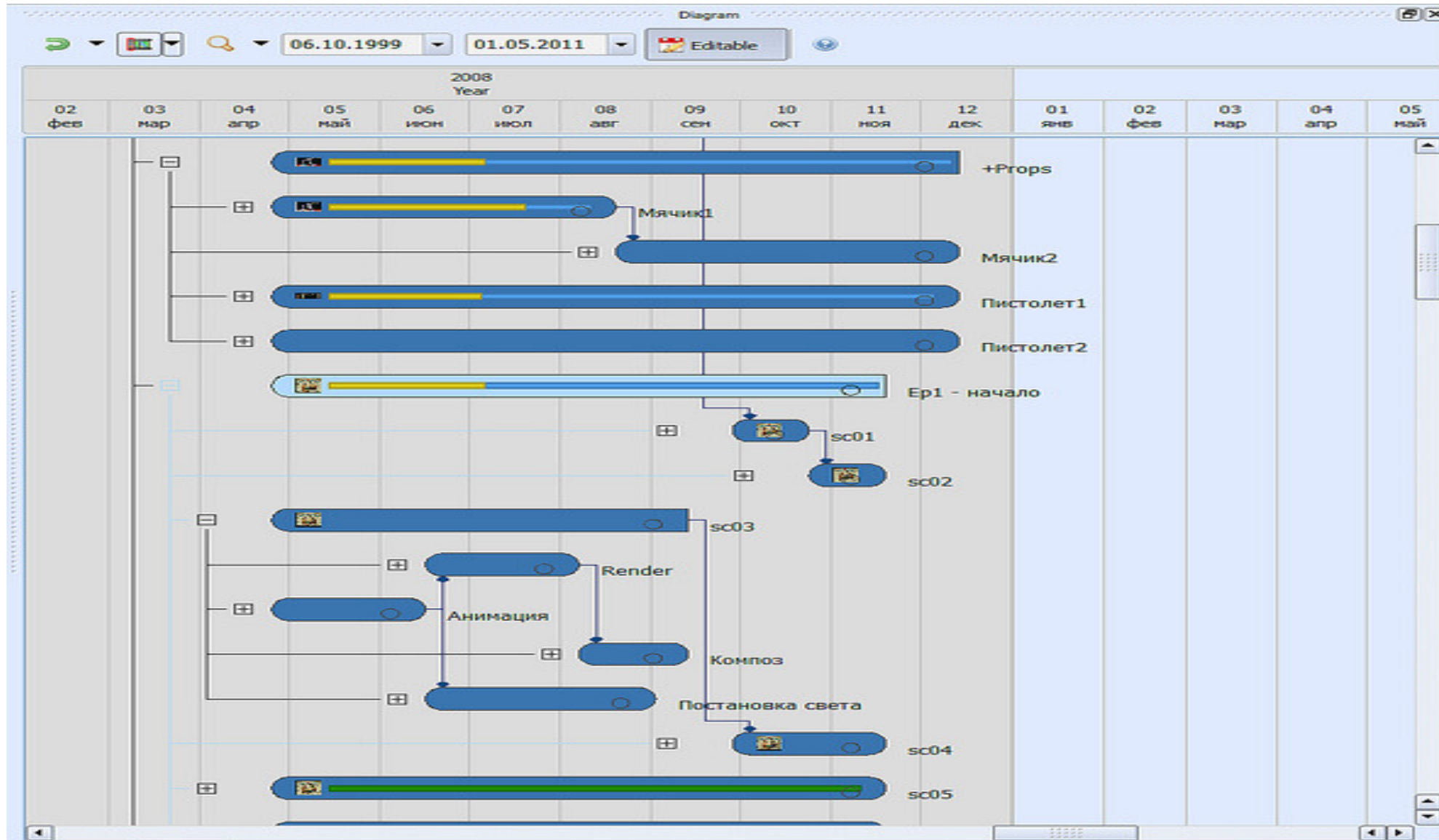


Photo by Konstantin Kharitonov

Today's Agenda

Why do strategic planning?

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Benefits



Take Stock of Current State





Build Shared Under- standing

Align on goals



**Define
what
success
looks like**



Polling



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Learn More



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Check out the Mission: Impact podcast

Thanks!

