

## **Strategic Planning Basics – Part 1: What it is and Why it is Important**

### ***Webinar Write up:***

What happens when we fail to plan? Benjamin Franklin said, “you are planning to fail!” This webinar examines what strategic planning is and why it is important for non-profit organizations to have a strategic plan! Boards are responsible for setting the high-level strategic direction including the vision, mission, values and strategic goals, which assist staff in building programs and services in align with that strategy. Participants will learn about different models of strategic planning and best practices. Strategic planning may sound complex, however this session will break down the elements of strategic planning in a way that is understandable at all levels of an organization. A board approved strategic plan provides a ‘guiding light’ and well-planned path forward to enable organizations to focus on deliverables that will best support the community!