
Strategic Planning Basics – Part 2: Building Goals, Objectives and Measurements

Webinar Write up:

This Part 2 webinar builds on the understanding that Boards are responsible for setting the high-level strategic direction of organizations including the vision, mission, values and strategic goals. However, strategic planning doesn't stop there! This session will look at further elements of strategic planning that help organizations focus on activities, projects, programs, services and initiatives that contribute most to achieving the objectives of the organization! This webinar will look at best practices to ensure strategic planning considers and is balanced with capacity – both human and financial resources along with timelines to complete work and measurements to support evaluating success! A complete strategic plan will not only provide a visionary direction for the organization it will also ensure specific objectives and measurements are developed for all goal areas!