

Strategic Planning

Issue-based model (source: Asana.com)

Also called goal-based planning model, this is essentially an extension of the basic strategic planning model. It's a bit more dynamic and very popular for companies that want to create a more comprehensive plan.

Best for:

- Organizations with basic strategic planning experience
- Businesses that are looking for a more comprehensive plan

Steps:

1. Conduct a SWOT analysis. Assess your organization's strengths, weaknesses, opportunities, and threats with a SWOT analysis to get a better overview of what your strategic plan should focus on. We'll get into how to conduct a SWOT analysis when we get into the strategic planning frameworks below.
2. Identify and prioritize major issues and/or goals. Based on your SWOT analysis, identify and prioritize what your strategic plan should focus on this time around.
3. Develop your main strategies that address these issues and/or goals. Aim to develop one overarching strategy that addresses your highest-priority goal and/or issue to keep this process as simple as possible.
4. Update or create a mission and vision statement. Make sure that your business's statements align with your new or updated strategy. If you haven't already, this is also a chance for you to define your organization's values.
5. Create action plans. These will help you address your organization's goals, resource needs, roles, and responsibilities.
6. Develop a yearly operational plan document. This model works best if your business repeats the strategic plan implementation process on an annual basis, so use a yearly operational plan to capture your goals, progress, and opportunities for next time.
7. Allocate resources for your year-one operational plan. Whether you need funding or dedicated team members to implement your first strategic plan, now is the time to allocate all the resources you'll need.
8. Monitor and revise the strategic plan. Record your lessons learned in the operational plan so you can revisit and improve it for the next strategic planning

phase.

The issue-based plan can repeat on an annual basis (or less often once you resolve the issues). It's important to update the plan every time it's in action to ensure it's still doing the best it can for your organization.

You don't have to repeat the full process every year—rather, focus on what's a priority during this run.

