**A Strategic Plan Framework**

1. **Purpose**

Make a clear statement about the reason the organization exists; the difference you make; distinctiveness

* Mission, vision values; public benefit

Short contextual piece about the sector in which the organization operates

Constitution

Mission, Vision, Values tool

Post it workshops

1. **Drawing from the past**

Be clear about what must continue, past achievements and learning: facing the future with pride in the past.

* What we must continue to do and why

Our learning from the past: about need, about ourselves, our performance (inc what we must do differently – use client feedback)

1. **Considering the future**
   * What we must continue to do and why

Our learning from the past: about need, about ourselves, our performance (inc what we must do differently – use client feedback)

* + Beneficiary needs
  + External environment analysis (drivers, other player activity)
  + Internal environment analysis (fitness to face future)
  + Future funding map

Level of ambition & approach to risk

1. **Strategic aims, objectives and Scorecard**

Make a clear statement about the organization’s priorities for the forthcoming period, given the analysis of what has gone on in the past, and what is needed for the future.

* + High level aims with objectives for each
  + Measures defining what the organization wants to deliver

Strategies to deliver quality assurance

1. **Delivering the goals**

Explain the key activities required by the organization to deliver the strategy. Give confidence to the reader that the organization has thought through the ‘what’ and ‘how’ to deliver the strategy.

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| **Appendices** | Detailed material that some readers may be interested in. | * High level Gantt * High level P&L/budget |