



Your guide to strategic planning with THINK: Insight & Advice

insight, integrity, independence



What is THINK?

THINK: Insight & Advice is a management consultancy that uses research insight to deliver strategic advice to clients in associations, not-for-profit organisations and government.



Our approach

Our approach rests on the simple premise that our clients, their boards, staff and stakeholders already have all the experience and know-how to solve their problems. Our job is to draw out that expertise through research and facilitation and harness it to move the organisation forward.



What is strategic planning?



At its most basic, strategic planning is the process of charting how, as an organisation, you can move from where you are now to where you want to be by leveraging your strengths to counter weaknesses, seize opportunities and counter threats.



Strategic planning The 8 questions

We will work with you to answer these eight key questions about your organisation through the strategic planning process





Our process revolves around a strategy session with your board

- Our strategic planning process revolves around a strategy session with your board which can last anywhere from a half day to two full days
- However, we work with you before the session to prepare the 'grist for the strategic mill'
- And we work with you and your staff afterwards to formulate an action plan
- See over for a graphic of how the process unfolds





We bring the outside in



- Not-for-profit organisations can benefit by bringing their key stakeholders into the strategic planning process.
- We can do that by consulting them through indepth interviews, surveys, focus groups or forums and workshops.
- We might even suggest they be invited to the strategy session to add some fresh thinking.



Where are we now?

(Preparation with CEO)

- Determine participation Who should participate?
- Plan research What research should we conduct with our stakeholders to inform the plan?
- Prepare analysis What analysis do we need to prepare in advance to provide the 'grist for the mill' of the strategic planning session?
- Frame strategic conversations - What are the key questions we must address?

Where do we want to be?

(Strategy session with Board and CEO)

- Identify/modify purpose Are we still relevant?
- Set/re-set vision -Should we expand our vision to include unmet needs?
- Craft/revise mission Is our business model still valid?
- Adopt/adapt values Do we need to update our values in light of changing norms?
- Conduct a situational analysis - How do we rate the factors that could impact our success?
- Facilitate strategic conversations How can we leverage our strengths to seize opportunities and counter threats?

How do we get there?

(Action planning workshop with CEO and staff)

- •Plan actions What actions will move us from where we are to where we want to be?
- Determine measures -What benchmarks do we need to meet?





Investment and other considerations

- Strategic planning should be tailored to the strategic situation you are in at present
- The length of your strategic planning session will be determined by the number and complexity of issues facing your organisation
- Our approach is fully scalable and can be adapted to whatever organisational life stage you are at the moment
- We offer a completely transparent pricing based on the number of professional days required (for preparation and delivery) multiplied by our daily rate
- Please contact us to determine what approach might be right for you





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