

Getting Nonprofit Strategic Planning Right

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3 – 4:15pm ET

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The Bridgespan Group is a global nonprofit organization that collaborates with mission-driven leaders, organizations, and philanthropists, to make the world more equitable and just.

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Where we're going





Clarify the critical questions or decisions that will guide your planning process

- What are the most important decisions facing our organization? Where should we focus our time and energy in the planning process?
- Why are we embarking on a strategic planning process, and what do we want to get out of it?



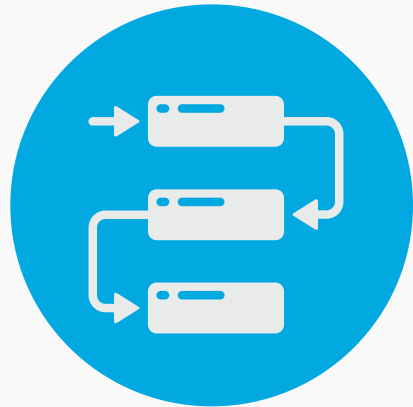
Identify who to involve in the planning process and how to engage them

- Who will we need to help develop and implement our strategic plan? How and when will we engage them?
- Do these individuals or groups reflect the perspectives of those most proximate to the work?



Make choices about the impact you want to have, how, and for whom

- What is the problem we seek to address in the world?
 - Are some populations disproportionately impacted?
- What impact goals we will hold ourselves accountable to over the next 3-5 years?
 - Who is our population of focus?
 - Where will we do our work?
- How does our portfolio of work lead to the impact we aspire to achieve?
 - What external trends could affect our work?



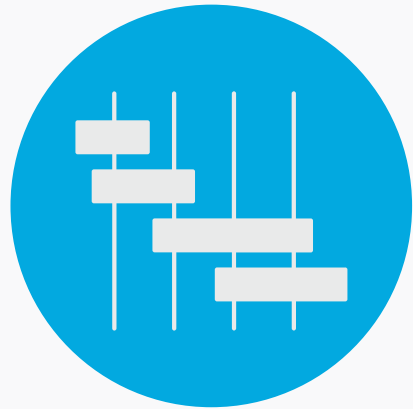
Translate your impact goals into clearly articulated priorities

- How well are we performing against our impact goals today?
 - Across our portfolio of work, among different populations, and compared to other actors?
- What will we need to do differently to accomplish our impact goals in the future?
 - What programs may we need to establish, grow, evolve, or sunset?
 - How do we—or how could we—advance equity in our portfolio of work and program design?



Figure out the time, money, and skills it will take to carry out your priorities

- What resources—financial, human, organizational—will we need to pursue our strategic priorities?
 - Where will we need to add, reduce, or diversify talent?
 - What new systems or capabilities will we need to build or buy?
 - What level and what type of funding will be required?
- Do we have the right organizational design in place to pursue our strategic priorities?



Determine how to manage and monitor progress and adapt as needed

- What milestones and metrics will we track to ensure progress and accountability?
 - How might we disaggregate data to assess the equity implications of our work?
- What are the biggest risks or outstanding open questions?
 - How might we proactively mitigate these risks?
 - How will we experiment, learn, and adapt over time?
- How will we use our strategic plan to continually inform decision making?

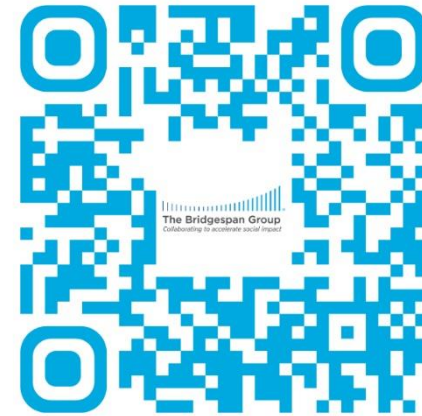
Additional tools to support you





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July 11, 2023

How II/TOC can help build a strong foundation for an effective strategy.

How to Live into Your Nonprofit Strategic Plan

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Review three key tools to support strategic plan implementation.

Learn more about Bridgespan's cohort services for nonprofit leadership teams

Leadership Accelerator

Offers four self-paced programs for leadership teams interested in addressing a specific strategy or management challenge. Programs range from 10-18 weeks in length.

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Achieving Strategic Clarity



Get clarity on your organization's impact goals and programs

Creating an Adaptive Plan



Create a dynamic plan to navigate uncertainty with confidence

Strengthening the Executive Team



Unlock your team's full potential

Investing in Future Leaders



Create a strategic and equitable approach for developing your talent

Leading for Impact[®]

Allows leadership teams to explore Bridgespan's most popular management tools while applying a subset to their own strategic priorities. This is a year-long program.

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