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## Benefits of Strategic Planning

- **Improved performance** - Study after study has consistently proven that if conducted properly, strategic planning can positively impact the performance of the organization. In a mission-based organization that may mean the ability to serve more clients, access additional resources, or enhance the quality or scope of service.
- **Solutions to major organizational issues/challenges** - If facilitated properly, strategic planning gives the stakeholders of the organization an opportunity to develop consensus solutions to long-term issues and/or challenges that have been affecting the organization.
- **Forward thinking** - Organizations can get so caught up in day-to-day survival that they fail to stop and view the forest from the trees. Strategic planning gives an organization the opportunity to pause and revisit the mission and create a long-term vision that provides a focus for all effort.
- **Clear future direction** - Even though change is occurring rapidly, strategic planning allows stakeholders to gaze into the future and clarify how they will plan for this future and properly respond to this change.
- **Enhanced fundraising** - More and more funders expect mission-based organizations to conduct strategic planning in an effort to become more focused and effective. Additionally, funders want to see more strategic partnerships among similar agencies developed through formal planning.
- **Improved teamwork** - By working together in envisioning your future, you will experience an enhanced sense of teamwork and commitment, which leads to better implementation.
- **Doing more with less** - With the current environment every organization has to do more with less. A well-developed strategic plan becomes the foundation for making all resource allocation decisions in a unified fashion.
- **Improved performance evaluation** - The achievement of the plan and outcomes developed during the plan become excellent metrics for judging organizational and personnel performance.
- **Mutual understanding between board and staff** - By clarifying the roles and responsibilities of the board and staff in the strategic planning process and working collaboratively to craft the plan will enhance current relationships.
- **Be Proactive** - Strategic Planning allows you to plan around and take advantage of opportunities and trends, instead of reacting to them.