

# Strategic Plan Components

Each strategic plan has its own order and flow, but there are several components that appear in most plans. What you include in your plan will depend on many factors.

## An Executive Summary

Often the last part written, the executive summary can act as an entry point to give context to the reader as they read the full plan.

## A Mission Statement

Your mission statement is a declaration of why you exist as an organization. It is overarching and timeless, explaining your organization's purpose and aspiration, addressing both what you seek to accomplish and the manner in which you seek to accomplish it.

## A Vision Statement

The vision statement is a short, concise statement of the organization's future, and answers the question of what the organization will look like at a future point in time.

## An External or Market Analysis

The external analysis looks at the needs, the existing services available to meet those needs, and the options for funding.

## An Internal Analysis

The internal analysis is often the product of evaluating the organization's strengths, weaknesses, opportunities and threats or SWOT. How do those factors align with the external analysis?



## Goals

Your goals or objectives are the things that need to be achieved in order for your vision for the organization to become manifest. These might include attracting a new target audience, developing new products and services, or securing new sources of funding.

## Action Items

How will you accomplish your goals? Action items should include specific steps, deliverables and timelines that move you toward meeting your goals.

## Implementation Strategy

An implementation strategy answers the question of who will do what by when. It prioritizes initiatives and aligns resources like staffing and funding. It pulls all the plan pieces together to ensure that the plan is feasible. As a part of the implementation strategy, accountability measures are documented to ensure implementation takes place.

## Monitor And Evaluate

This section includes information on when and how the plan will be reviewed and by whom. It outlines how you will know you've successfully achieved the objectives (this is why each objective must be stated so it is specific, quantifiable and measurable). It should also include

