



# The NewsUpFront

The Newsletter of UpFront Organization Development Consulting

## BECOMING CLEAR ABOUT STRATEGIC PLANNING

### What is strategic planning?

Strategic planning is a process of becoming clear about your organization's mission, envisioning your organization's future, and developing goals and strategies to move in that direction.

Strategic planning is a systematic, proactive approach to the inevitability of change.

It provides you with the ability to shape your organization's future by acting now, rather than reacting as the future happens to you.

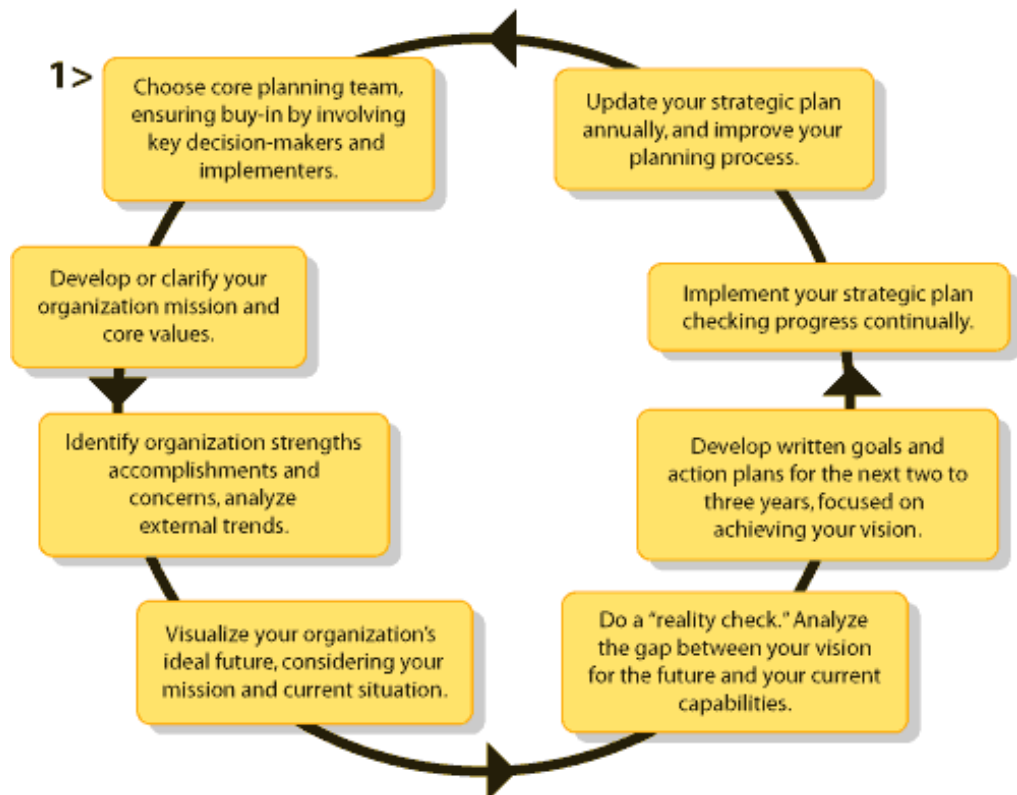
You not only anticipate your future, but create it by identifying the direction you

intend to take and planning how to get there.

### How is strategic planning different from long-range planning?

A creative, clear vision, as well as specific strategies, are what make this process unique and effective.

The process of strategic planning is essential—getting key decision-makers and implementers together to understand your current situation and to map out the future of your organization. It's exciting to envision the future, and your organization's role in that future.



And the process, while it is hard work, is also energizing and fun.

### **Is strategic planning really effective?**

Planning of any kind, including strategic planning, is only a benefit if you make use of it.

Your organization's mission and goals are your good intentions. Implementation of the strategies—doing the work—is where the progress comes in.

*“Good intentions don't move mountains.*

*Bulldozers do.”*

—an old saying quoted by Peter Drucker

*One prays for miracles; one works for results.*

—St. Augustine

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### **About UpFront**

UpFront is an organization development consulting firm located in Saint Joseph, Minnesota. We provide organization development, program evaluation and research services. Our company is a partnership between owners Dianne Tuff and Murdoch Johnson—and UpFront's clients.

### **Our Mission**

To help and support teams, organizations and communities as they merge past experience, present strengths and future dreams to create positive change.

### **Our Vision**

UpFront works with progressive, socially-responsible organizations on projects that challenge us and build on our strengths. We strive for balance between the professional and personal—and we integrate our personal values into our professional lives.