



top tips

Strategic planning and thinking

1. Don't let anyone (the chair, the chief executive, a manager) go off and do it on their own
2. Involve users/beneficiaries/customers (appropriately)
3. Use creative techniques to encourage fresh thinking
4. The data you gather are not the answers – you must ask “so what?”
5. Focus on outcomes
6. Make it easy to read or digest (diagrams, pictures)