

# Strategic Planning



Create four or five focus areas for your organization over the next three years to provide focus and deliver value to your members.

Recommended every 2 years

## WHY

*The Importance*

## HOW

*The Approach*

## WHAT

*The Value*

- Define strategic pillars to guide the organization's focus for the next 3-5 years
- Outline actionable and measurable objectives for each strategic pillar define success
- Ensure your staff is aligned with key objectives
  
- 1:1 interviews with board members, staff, and stakeholders
- Member needs assessment
- Retreat for board members and key staff to reach a consensus on strategic priorities
  
- Detailed report on research findings
- Strategic plan with 4-5 pillars to focus on
- Specific goals for each strategic pillar
- Implementation assistance (if desired)



info@bigredm.com  
(571) 814-3443  
bigredm.com

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