Simple Strategic Plan Template

**Strategic Plan 20\_\_ - 20\_\_**

**Introduction**

* *Introduction to the organisation, its key activities and beneficiaries.*
* *Context of where organisation is currently.*
* *Background to the creation of the Strategic Plan.*
* *Introduce the timeline of your plan, why did you choose this planning period?*
* *Optional: introduction from Chair of trustees.*

**Add interest to your plan by highlighting key points, or quotes in text boxes, colour blocks or a different font**

**Context of your plan**

* *Outline the planning process you undertook to add context and validity to your plan.*
* *Summarise the environment you find your organisation in and include a brief analysis of what your PESTLE, and/or SWOT (or whatever tool you used) identified.*

**Vision, Mission and Values**

*Introduce revised or new vision, mission and values*

* Vision:
* Mission:
* Values:

**Our Values   
Look I put our new values in this fancy box to highlight it**

**Strategic Vision**

* *Narrative to your strategic vision and direction alongside laying out your time bound goals, outcomes and actions.*
* *You could use a Theory or Change of something simple like the example below (remember to think about your audience)*

|  |  |  |
| --- | --- | --- |
| *Goals / Strategic Area* | *Outcomes* | *Date/Milestones* |
| *1.* | *1.* |  |
| *2.* |  |
| *2.* | *1.* |  |
| *2.* |  |
| *3.* | *1.* |  |
| *2.* |  |

**Measures of Success**

*H how you will know when you have met an outcome and how it has contributed to achieving your goal including monitoring and evaluation of work.*

**Financial planning and Implications**

*Lay out how this work will be funded*

**Resources**

*Moving forward with staffing, volunteers, skills and identifying what support might be needed*

**100% of people love this colour box of text**

**“it looks so good!”**

**Using simple colour text blocks can add interest and highlight your key points.**