Get Strategic:
How to Develop a Strategic Plan that Empowers your Group
Hosts and Presenters

Hosts

Maricarmen Smith-Martinez  RPCV Costa Rica, Affiliate Group Network Coordinator, NPCA Board of Directors
Anne Baker  RPCV Fiji, Vice President, NPCA

Presenters

Patricia Wand  RPCV Colombia, Friends of Colombia, Committee for a Museum of the Peace Corps Experience
Don Drach  RPCV Liberia, Friends of Liberia, Peace Corps Community for Refugees
Katie Muller  RPCV Cambodia, Philadelphia Area Peace Corps Association
1. Introductions and objectives - Pat
2. What is a strategic plan and why it is important - Don
3. Common elements in a strategic plan - Katie
   a. Vision and mission
   b. Values
   c. Environmental scan
   d. Goals, strategies, outcomes
   e. Action plan
4. Guiding principles for strategic planning - Don
5. Questions and discussion - Pat
Participants will

- Understand what a strategic plan is, what’s in a plan, and how it can benefit their group
- Learn a vocabulary and process, enabling them to undertake strategic planning
- Be prepared for the 2nd webinar, focusing on two case studies and the planning process
What is a strategic plan?

- A process and a document....and a way of thinking

- Road map that tells you
  - **where** you are and where you want to go
  - **how** you’re going to get there, and,
  - **when** you get there

- Vehicle for communicating internally and externally

- Basis for structuring your organization to achieve your vision and mission
Benefits of Strategic Planning

- Brings clarity, consensus and commitment to the organization’s mission and vision
- Helps plan for the future, while anticipating and managing change
- Encourages good decisions about budget and other scarce resources
- Energizes stakeholders and donors
- Improves accountability and transparency
Comments Elements of a Plan

- Vision and/or Mission Statement
- Values
- Environmental Scan (e.g., SWOT or PEST)
- Goals, Strategies, Outcomes
- Action Plan
GUIDING PRINCIPLES

- Strategic planning is not about perfecting the past but creating the future

- Process is as important as the final product

- Be inclusive

- Keep it real

- Strategic planning is an evolutionary, not revolutionary, process
QUESTIONS & DISCUSSION

- Ask questions
- Share concerns
- Tell examples of planning from your experience

How can NPCA help your group plan and expand?
Thank you for participating

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CONTACT: groups@peacecorpsconnect.org
WEBINAR 2: Get Strategic series

Thursday, May 17, 2018
8 pm EDT

register: peacecorpsconnect.org/events