STRATEGY

Resolution Ready

Questions to ask before a strategy day

Sixteen questions for a leadership team, a board or both to answer before setting a direction. Honest answers to a few of them will do more than quick answers to all of them.

Purpose

Can we say in one sentence why we exist?

Would our staff, volunteers and the people we serve say the same?

The people we serve

What have the people we serve told us in the last year, and what did we do with it?

Who are we not reaching?

What has changed

What has changed in need, policy or funding since the last strategy?

What did the last strategy achieve, and what did it not?

Money

What funds the work, and how secure is it?

What would we do if our largest funder stopped?

Choices

What should we stop doing?

What are we doing because we always have?

Capacity

Do we have the people, skills and systems for what we want to do?

What would have to be true for the plan to work?

Knowing

How will we know in a year whether it is working?

Who will check, and when?

Ownership

Who needs to agree the strategy, and who needs to own it?

Who has not been asked yet?

Before the day

Send three or four of these to everyone taking part a week before, and start the day with what they say.