



Strategic Planning

To ensure your organization continues moving in the right direction, it is crucial to regularly identify your strategic direction and how to get there. Strategic planning will help align your day-to-day activities with your organizational goals. FlashPoint's experienced consultants engage executive teams, board members, and stakeholders to define organizational objectives and create action-oriented strategic plans to achieve them.

FlashPoint aligns the strategic planning process around your organization's mission, vision, and values. If you don't have them formalized, we assist you in developing them. Next, we help you generate insights and build consensus among a variety of perspectives and then move from strategic planning to strategic doing. Strategic doing emphasizes aligning the right resources, setting and executing accountabilities, and monitoring and measuring the results.

Because FlashPoint is a multidisciplinary firm, we're able to apply the knowledge gained during the strategic planning process to assist you with follow-up initiatives. We can ensure that you maintain continuity throughout your organization and can assist you with other processes and strategies to support your organization's success, such as metrics, performance management, leadership development, and change management.



While we follow a general framework, we customize our approach for each organization. FlashPoint's strategic planning engagements typically include:

Exploring and Focusing:

- » We involve constituents early in the process to ensure their preparation and maximize their level of engagement.
- » We conduct interviews, focus groups, or surveys or meet with workgroups to explore ideas and gather perspectives.
- » We plan and facilitate a visioning or strategic planning retreat, workshop, or meeting to further identify issues and opportunities. We also provide focus to the ideas gathered, turn them into practical initiatives, and clarify goals and priorities.

Aligning and Executing:

- » We help you allocate resources, identify milestones, and draft an action plan designating how goals will be accomplished, specifying exactly who does what and in what timeframe.
- » We create a metrics dashboard to help in executing the strategic plan and tracking the results.