



Strategic Organizational Planning



WHAT IS A STRATEGIC PLAN?



Strategic planning is not an event. It is a continuous process of strengthening what works and abandoning what does not, of making risk taking decisions with the greatest knowledge of their potential effect, of setting objectives, appraising performance and results through systematic feedback, and making ongoing adjustments as conditions change.

— Peter Drucker

SESSION 2

UNDERSTANDING YOUR STRATEGIC CONTEXT





STRATEGIC QUESTIONS



Adapted from Patrick Lencioni; The Advantage



WHY WE EXIST & WHAT WE DO



WHY WE EXIST & WHAT WE DO

Now how must we behave?



LENCIONI'S RANKING OF VALUES

Core Values

Permission-to-Play Values

Aspirational Values

CURRENT REALITY

WHO ARE WE -> WHERE ARE WE

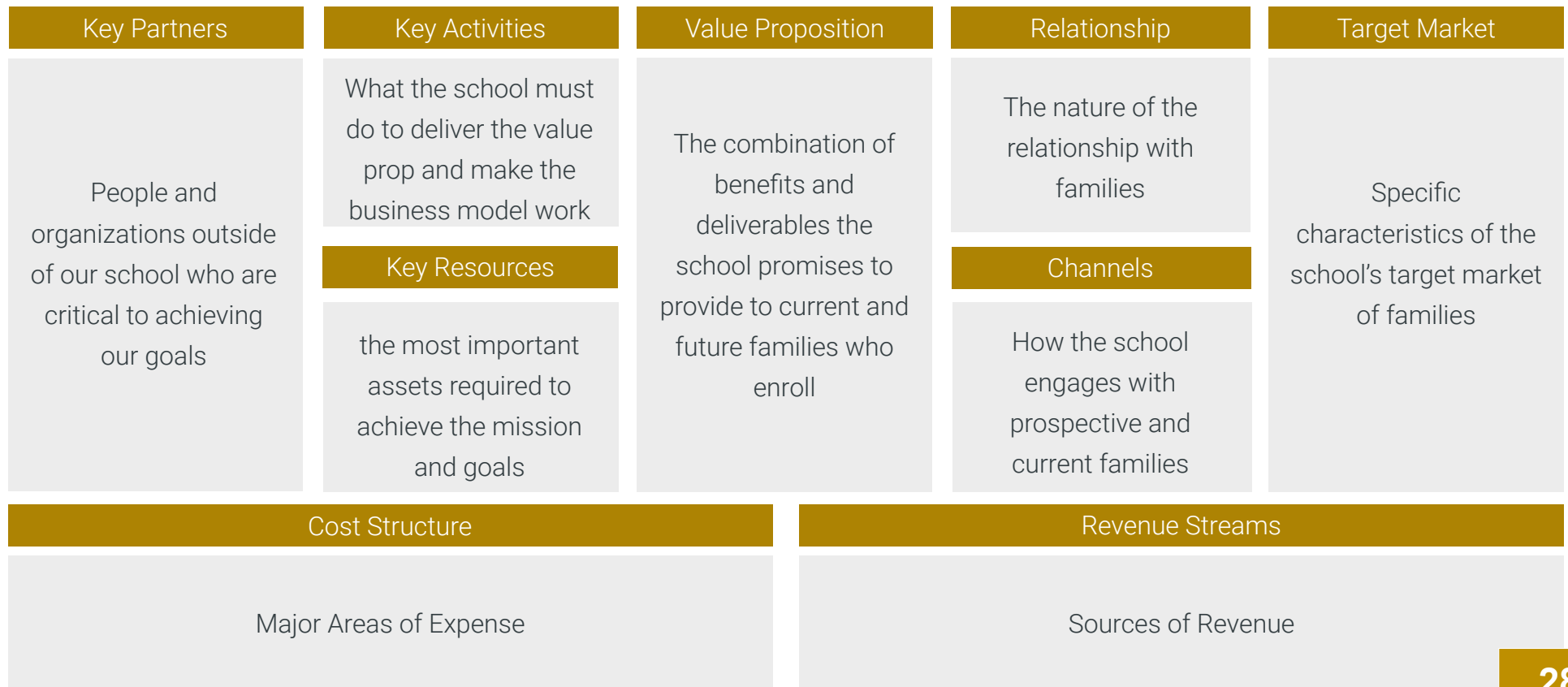




Leadership Capacity	
Talent	
Energy	
Engagement	
Organizational Health	
Cohesiveness	
Clarity	
Communication	
Consistency	
Continuous Improvement	
Shared Vision	
Systems Thinking	
Mental Models	
Team Learning	
Personal Mastery	



STRATEGIC CONTEXT MODEL





DENTON CALVARY ACADEMY'S STRATEGIC CONTEXT MODEL

Key Partners	Key Activities	Value Proposition	Relationship	Target Market
Donors Business Partners Dallas Bapt Univ LeTourneau Univ Denton Bible Church UMSI Cognia City of Denton Denton Police Dept	Attract excellent faculty, live out our vision/mission statement, and create Christ-centered culture	Students will be prepared with academic excellence and mentored by caring faculty while deepening their relationship with Christ. They will grow as servant leaders while discovering and developing their unique gifts and talents.	We partner with Christian families in a covenantal relationship that endures beyond graduation.	Generally middle to upper-middle class, but attracting a wide range. Families who want alignment between church, home, and school. Christian families who want an excellent, faith-based, college preparatory education.
	Key Resources		Channels	
	Faculty/Staff Facilities Funding Relationships Board Members		On-campus activities, communications media, small group community settings, personal visits	
Cost Structure		Revenue Streams		
HR and Benefits, Facilities, Programming		Tuition, North Texas Giving Day, Business Partner Program, Capital Campaigns, Monthly Giving Program		



LOGOS PREP'S STRATEGIC CONTEXT MODEL

Key Partners	Key Activities	Value Proposition	Relationship	Target Market
SCBC Faith Lutheran Area Christian Churches UMSI Cognia TAPPS HCU Donors FBISD	Attract, employ and treasure excellent faculty, live out our mission, and, equip students and families to make an impact for Christ	Students will be transformed into impact makers for Christ through high-quality, Christian education delivered by loving, highly skilled teachers who partner with parents using the University-Model® School approach.	We partner with Christian parents to produce impact makers for the Kingdom of God.	Christian families who desire to see a partnership between home, church and school, and are interested in playing an active role in the academic and spiritual development of their children.
	Key Resources		Channels	
	Faculty/Staff Relationships Parents/Grandparents Board Members Funding		On-campus activities, communications, small groups, community settings, personal visits	
Cost Structure		Revenue Streams		
HR and Benefits, Facilities, Programming		Tuition, Annual Campaign, Capital Campaigns, Grants		



ESTABLISHING A 3-YEAR VISION

- » Who/What would we be three years from now if we had no restrictions at all?
- » What are the major decisions, success stories, and milestones we want to celebrate?
- » What limiting beliefs are holding us back?
- » What could we do over the next three years? Why?
- » What will we commit to do? How?