



# Setting desired outcomes for a strategic plan

The development of your strategic plan will be most successful when you clearly define the desired outcomes for your plan. A tangible outcome of your plan will be a clearly documented Purpose, Guiding Principles, Strategic Objectives, and Priorities. At MacPhie, we also begin the process by also identifying the intangible outcomes of strategic planning initiative.

Setting out to achieve intangible outcomes will lead to the development of the most successful plans. Use these top considerations as you determine the desired outcomes of your strategic plan:

## DESIRED **PRODUCT** OUTCOMES FOR A STRATEGIC PLAN (TANGIBLE)

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### **Anchor for all activities of the organization**

All operations of the organization should ladder up to the strategic objectives within the strategic plan.



## Filter for decision-making and prioritization

The plan should help guide activities of the organization and help provide clarity to staff setting priorities.

## Communications and marketing tool

The strategic plan should help to build awareness and support, especially among key stakeholders.

## Benchmarking tool and accountability mechanism

The strategic plan should provide the initial framework for metrics and measurements that will be more fully established in the operational plan.

## Foundation for implementation of the strategic plan

The strategic plan should provide the basis for operational planning, business planning, and budgeting.

### DESIRED **PROCESS** OUTCOMES INCLUDE (INTANGIBLE)

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#### Buy-in

To ensure buy-in for the overall strategic plan based on robust and meaningful engagement of key stakeholders.

#### Comprehension

The process should help stakeholders to better understand the role of the organization and its desired direction.

#### Stimulus

The process should encourage action on the part of stakeholders within the organization and beyond.

#### Motivation

The process should enhance staff connectedness and motivation by helping staff to better understand how their work on a micro-level impacts the organization on a macro-level.

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LET'S CONNECT TO CHAT ABOUT THE DEVELOPMENT OF YOUR ORGANIZATION'S STRATEGIC PLAN – WHETHER YOU'RE STARTING FROM THE BEGINNING, OR NEED HELP GETTING TO THE FINISH LINE, MACPHIE CAN HELP. [THINK@MACPHIE.CA](mailto:THINK@MACPHIE.CA)