



FROM BORED TO ENGAGED: ENERGIZING YOUR BOARD FOR AN IMPACTFUL STRATEGIC PLANNING PROCESS

PRIOR TO BEGINNING:

PREPARE A FOUNDATION

Establish a culture of engagement within your Board well before starting any strategic planning process to lay the groundwork for success.

ESTABLISH A FRAMEWORK

Identify the purpose of developing your strategic plan with the help of key stakeholders. Clearly define the process that will be utilized and determine a timeline for major milestones.

DURING THE PROCESS:

COMMUNICATE REGULARLY

Set clear expectations for the Board about what the process will be, what their role will be, and expected outcomes. Identify members to serve as internal leaders.

CREATE OPPORTUNITIES TO ENGAGE

After a rough draft of the plan has been established, schedule a Board retreat dedicated to discussing the strategic plan where members can achieve consensus and feel confident to approve the plan.

AFTER COMPLETION:

MONITOR AND EVALUATE

Assign staff members to champion and lead segments of the plan. Determine regular intervals at which the Board will be updated.

Stay flexible and pivot to accommodate changes in industry landscape, economic factors, or other variables that change over the course of the plan.



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