



Mongolia:
Enhancing Resource
Management through
Institutional Transformation



IGG Strategic Planning Introduction

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What is Strategic Planning?

“If you don’t know where you are going, any road will get you there.”

Alice in Wonderland



What is Strategic Planning?

“Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy. It may also extend to control mechanisms for guiding the implementation of the strategy.”

Wikipedia

10 Steps to developing a Strategic Plan

1. Background, Purpose, and Focus
2. Situation Analysis
3. Target Audience(s)
4. Behaviour Objectives and Goals
5. Stakeholders, Barriers, Benefits, the Competition and Influential Others
6. Positioning Mix
7. Product, Price, Place, Promotion (4Ps)
8. Plan for Monitoring and Evaluation
9. Budget
10. Implementation Plan and Project Management

Good Strategic Plan

- Reflects the values of the organization
- Inspires change & revision in process & outcomes
- Clearly defines the criteria for achieving success
- Assists stakeholders in daily decision making

Strategic Planning Statistics

- 90 % of general workforce do not understand its organization's strategy
- 90 % of organizations fail to execute their strategies successfully
- 86 % of executive teams spend less than 1 hr per month discussing strategy
- 60 % of organizations don't link strategy to budgeting

What is Strategy?

“It is clarity & understanding of your organization’s direction in relation to its dynamic environment”

- Establishes your **unique value** compared to others
- Operations offering different & tailored values to your clients
- Identifies clear trade offs & what not to do
- Focuses on activities that fit together & reinforce each other
- Drives **continuous improvement** & moves towards

What Strategy is not

- Best practice improvement
- Execution
- Aspirations
- A vision
- Learning
- Agility
- Flexibility
- Innovation
- Information Technology
- Downsizing
- Restructuring
- Mergers/Consolidation
- Alliance/Partnering
- Outsourcing

A Strategic Plan

- For an organization that is serious about growth
- Helps build your competitive advantage
- Communicates your strategy to staff
- Prioritizes your financial needs
- Provides focus and direction to move from plan to action
- It is not a business plan

What is the SP Process?

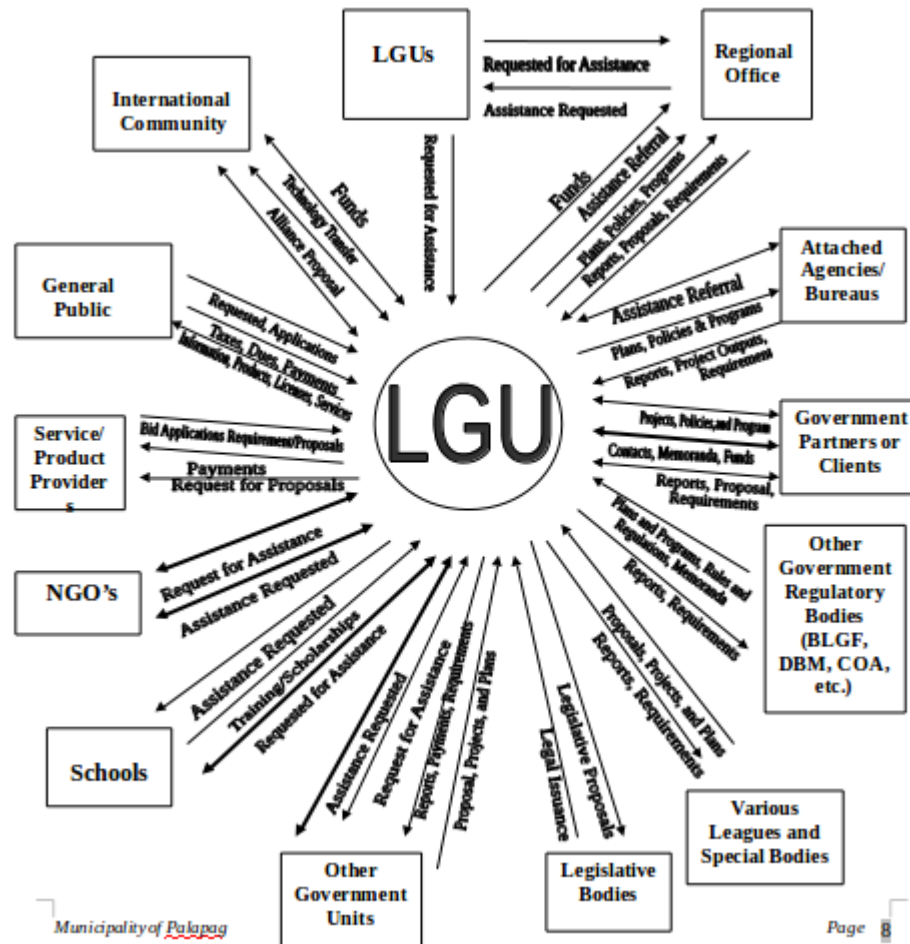
1. Introduction to strategic planning.
2. Select IGG Working Group to complete the plan.
3. Clarify Purpose & Focus (breakout session)
4. Review Environment (breakout session)
5. Discuss IGG Divisional Matrix (breakout session)
6. Introduction to SWOT - select 4 SWOT

Step 2: Select Strategic Planning Working Group

Step 3: Clarify Purpose & Focus (Mission & Vision)

Step 4: Review IGG Environment

Example Environment Model



Step 5: Discuss IGG Divisional Matrix


IGG Situation Matrix

IGG	Division 1	Division 2
Funds	Budget	0-100%
Structure & Personnel	Org. Chart & Staff no.	0-100%
Services	Describe products	0-100%
Stakeholders & Linkages	Who now	Who future

Step 6:
Introduction to SWOT Analysis
Select of SWOT Teams

SWOT Analysis Matrix

Internal Factors	Strengths	Weaknesses
	Internal Factors	Opportunities



Step 7: Evaluation, Budget & Future Implementation Plans

Follow up Action
Synthesis of Workshop Results
Review & Integrate Division Matrices
Follow up SWOT Workshop

Thank you!



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