### Step 7: Developing Strategies

###### Write down a goal and the first objective. The preparation phase generated new and current approaches that will inform the strategies. Brainstorm with representatives from each program on the activities or outputs developed that help achieve this objective. Discuss current and new approaches the program proposed during the preparation phase. List those strategies here.

Check to ensure there are no strategy gaps by using the “if-then” test: “if all strategies are accomplished, (then) will the objective be met?” Modify the strategies or the objectives to align them. Some strategies may help with more than one objective.

**Goal 1**

Objective 1.1

Strategies:

1.

2.

3.

4.

**Objective 1.2**

Strategies:

1.

2.

3.

4.

Continue with this format for all the goals and objectives.

### Strategic Plan Template

**Vision (**A description of what an organization would like to achieve or accomplish. The vision is intended to guide current and future direction.)

**Mission** (A description of an organization’s core purpose, focus, and target population. A mission is the cause, and the vision is the effect.)

**Goal 1: (**The result or achievement toward which effort is directed. The goal is broader and more general than an objective or an outcome. It is larger than the program and may result from the cumulative effect of many programs’ outcomes.)

**Objective 1.1:** Establish the standards of achievement in terms of a proportionate improvement in the existing condition. Objectives are SMART (specific, measurable, audience- or issue-directed, realistic and ambitious, and time-bound).

**Strategies:** The activities and outputs designed to achieve objectives. Reviewing a program’s new and current approaches will inform the strategies.

1.

**2.**

**3.**