



STRATEGIC PLANNING

Navigate your future with clarity and connection.



Why Strategic Planning?

When there's no clear strategic plan, teams lose direction. Without shared understanding and alignment, energy scatters — time is wasted, priorities blur, and engagement fades. A well-crafted plan creates focus, clarity, and connection so everyone moves together toward what matters most.



Collaborative APPROACH

At ASA Facilitation, we believe lasting strategy begins with genuine connection. We create spaces where people feel seen, heard, and energized — where insight turns into action.

Through facilitation that engages every voice and honors different ways of learning and contributing, participants leave both empowered and aligned.

Our strategic planning process helps your organization clarify priorities, craft meaningful strategies, and build an actionable roadmap that includes clear timelines, ownership, and measures of success. The result is a shared direction that sparks momentum and keeps everyone moving forward — together.

A strategic plan ignites growth — aligning people, process, and systems to move forward with purpose.

STRATEGIC PLANNING BENEFIT



Sets direction and establishes priorities

Inspires a shared vision, defines success, and focuses energy on what will make it real.



Provides direction for action

A clear plan helps staff, volunteers, and leaders focus on what matters most — guiding effort, time, and resources toward meaningful progress.



Drives organizational alignment

A strategic plan isn't just a document to keep everyone on track. When everyone has a voice in the process, connection grows. Strategic planning builds shared understanding and strengthens commitment to a common direction.



Communicates your message

Engage hearts and minds by making the plan visible and easy to follow. Clear communication builds trust, confidence, and a stronger sense of community.



5 STEP

STRATEGIC PLANNING PROCESS

1

COLLECT ENVIRONMENTAL SCAN DATA

Gather key facts, trends, and voices to ground the planning process in real experience.

2

PRACTICAL VISION: Envision the future you want

Imagine what success looks and feels like when your purpose is executed - clear outcomes, stronger relationships, and lasting impact

3

UNDERLYING CONTRADICTIONS: Name what's holding you back

Identify the patterns, mindsets, and systems that keep progress from happening — not to blame, but to identify what must shift.

4

STRATEGIC DIRECTIONS: Chart a collective path forward

Define bold, coordinated actions that overcome barriers and move the organization toward its shared vision.

5

FOCUS IMPLEMENTATION: Turn strategy into momentum

Set priorities, timelines, and responsibilities that translate direction into doable, trackable next steps.

WHY THE COLLABORATIVE APPROACH WORKS...



Shared Ownership Builds Commitment



Inclusive Voices Strengthens Trust



Collaborative Insight Drives Clarity



Collective Alignment Fuels Action



Engagement Sparks Innovation



Participation Sustains Momentum



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Connect Engage

