Keep your plan simple. A simple plan is easy to action. A long and wordy plan won't ever get read!

Strategic planning

1. Purpose

Use the *Purpose worksheet* to help define your club's purpose and develop your 'why' statement, your mission, vision and values.

5. Implement and review

Use your plan like a map to keep you going in the right direction.

The most successful clubs review their goals regularly to make sure they are staying on track.

Seek input:

- From members through surveys, workshops or focus groups and face-to-face discussions
- From governing bodies
- From industry professionals, if required, for complex matters (e.g. finance, legal)

4. Actions

Determine the actions required to achieve your goals. Use the *Action plan worksheet* to write your goals and actions, and assign priorities, lead roles and budget.



Use the SWOT worksheet to fill in your SWOT and outline the steps to build on your strengths, address your weaknesses, capitalise on opportunities and mitigate threats.



2. Goals

What you want to **ACHIEVE** Use the *Goals worksheet* to write down your goals.

It's ok to DREAM BIG!

