

Putting together the pieces to your success...



ExecuPrep's Follow-up

Strategic Planning Meeting Facilitation

For
STAND Inc.



Proposed Project Objective

On July 11, 2015, ExecuPrep conducted a Strategic Planning Meeting with STAND board members. The session began at 8:40 am and concluded at 1:00 pm. The session was composed of icebreakers, communications exercises and discussions around strategic steps to take forward. As a follow-up ExecuPrep would like to provide recommendations.

Recommendations

A. *Prioritize initiatives:*

During the strategic planning session, several “needs” were identified. These ranged from a marketing plan to fundraising. Though STAND truly has a need in all the areas identified the needs must be prioritized if any are to be addressed. The board must take the time to identify the most pressing needs, devise a strategy to address them and systematically follow the strategy until the need is met. It is recommended that no more than three large items are addressed at once.

B. *Create committees:*

Once items are prioritized, and the board has identified the issues to be tackled, committees should be formed. All member of the board should not lead/serve on every committee, this is a not the most efficient use of resources or talent. Those people leading committees will communicate with board members of the need for their assistance. While board members will be kept in the loop they will not all be required to participate in every activity of each committee.

- a. *Committee Development:* Committees should be made up of at least two board members. ExecuPrep recommends that one board member serve as the chair of the committee. The committee chair commitment should be a one-year commitment.
- b. *Committee Planning:* Committee chairs will handle directing and leading the activities of the committee. All committee should have an annual plan of action developed by the committee and communicated to the board by the committee chair.
- c. *Committee Reporting:* Committee chairs will be responsible to the board for communicating committee activities.

C. *Repurpose Board Meetings:*

Board meeting should serve to answer two questions: What has your committee done and what will your committee do. The board meeting needs to be the place where the committee chair updates the board on the activities of the committee, the result of the activities, upcoming committee activities and the needs they have of other board members. Each board meeting should have an agenda that allows time to each agenda item. A timekeeper should be appointed to ensure that proper time is kept. During the board meeting, each committee should report out on their activities. Meetings should start on time and end on time.

D. *Revisit Strategic Plan:*

The current strategic plan is a good start. However, the plan should be revisited to determine if that assessment is still in line with where the organization wants to go.

E. *Prepare succession plan:*

The Executive Director of STAND has had a very long tenure with the organization; he is the founder. Having this level of institutional knowledge is a privilege that should not be taken for granted. As a part of the strategic move forward, the board must consider what will happen in the absence of Mr. Sperling. The board should begin to focus on succession planning.

ExecuPrep

As a strategic planning facilitator, ExecuPrep has facilitated many strategic planning sessions for large organizations like the Environmental Protection Agency and small companies like a commercial construction company, Unique Construction Management. Not only does ExecuPrep help facilitate the strategic planning conversation we also work with organizations to implement and follow the established plan for implementation. The ExecuPrep model is



The goal is always development, enterprise success and to change challenges to attainable opportunities.