

Session #15 Overview – Strategic Visioning

September 13, 2019 | 9:00 am – 2:00 pm | Rebecca Bennett

STRATEGIC VISIONING – Entering the Final Stage

The strategic visioning process combines past realities, current position and future landscape into a guiding vision that focuses organizational priorities, goals and action. The Transition Series to date intended to build understanding and skills in key core competency areas, including change management and strategic alliances, all to enhance needs-based mission fulfillment. The Final Stage, #4: Envisioning and Operationalizing a Transition Plan- helps to integrate insight and learning from prior sessions into a desired future (vision), priorities, goals, transition strategies and action plans. This session will focus on assessing the future landscape and critical trends, discerning desired organizational and community impacts and developing future images of success (vision). The session will include collective learning, with dialogue and reflection to enrich the visioning process.

Special Instructions: Bring your agency's updated SWOT analysis (template attached provided in Session #1).

Target Audience: Board members and executive directors.

Learning Objectives for Participants:

- Better understand the strategic visioning process and how it can lead to transformation.
- Consider factors, trends and forces contributing to nonprofit future landscape.
- Gain insight about how the future landscape will impact the community and its populations/clients.
- Advance learning on visioning success and building a common vision.

Key Concepts:

- SWOT Analysis
- Strategic Visioning framework
- Future Landscape Assessment
- Context Mapping

Group Interaction/Exercise: Agency SWOT analysis, future landscape assessment and image of success exercises.

Racial Equity Lens Application: Understanding and engaging community from a racial equity perspective strengthens the strategic visioning process and deepens desired impact.

Major Take-Aways by Participants: 1) the value and scope of strategic visioning, including assessing future landscape; how to plan for the future, using crowd-sourcing for visioning success; 2) adding approaches to the SWOT analysis, using surveys, multiple stakeholders and revisiting annually; and 3) the need to take strategic planning further, framing with the Board

Key Concepts in Common with Other Sessions: All previous Sessions

To Learn More:

Strategic Visioning in Four Steps (Example)

https://www.aesa.us/conferences/2016_ac_presentations/Strategic_Visioning.pdf

Strategic Visioning for Community Development

<http://stillwater.msuetension.org/fcsmontguides/StrategicVisioningforCommunityDevelopment.pdf>

About the Presenter:

Rebecca Bennett is Founder and Principal of Emerging Wisdom LLC – a forward thinking social enterprise that helps individuals live empowered lives, leaders build impactful organizations, and communities advance brighter futures. At Emerging Wisdom, Rebecca and her team design and facilitate personal and professional growth programs, organizational improvement efforts, and social transformation initiatives, customizing each offering to deliver lasting breakthroughs and exceptional results.