

A Nonprofit Executive Leadership Certificate Course
The Fund Raising School & the School of Public and Environmental Affairs
Indiana University

Strategic Planning and Leadership

Course Overview

Strategic planning is essential for the effective leadership and management of nonprofit organizations, particularly in volatile and uncertain operating environments. This course will explore key aspects of building and sustaining a high performance organization through strategic planning. Participants will learn a practical model for conducting successful strategic planning. In the process, participants will create improvement plans for revising and updating their organizations existing strategic plans, and create individualized plans for professional growth and development relating to their own leadership styles.

Topics include:

- **Leading and managing the process of strategic planning**
 - Why Strategy is important
 - How to identify key target areas for implementation

- **Engaging board, staff and other stakeholders**
 - Creating line of sight for all to enable engagement and movement
 - Enabling a Board to become players and not spectators

- **Leading and measuring implementation of the strategic plan**
 - Leadership begins with self so change starts with you
 - Measuring success and developing improvement plans

Things to know about this course:

1. It will be experiential and highly interactive in nature utilizing problem solving and engagement activities so come dressed relaxed and comfortable to participate
2. Participants should bring with them current data they have for their organizations (Mission, Values, Strategic Plan) as the course will allow time for discussion on that as well as time to develop continuous improvement plans
3. Participants will walk away with clear next steps for what they need to accomplish in refining or sustaining their Strategic Plan as well as some adjustments in their Leader effectiveness.

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Agenda

Day 1: 8:30 a.m. – 4:30 p.m.

8:30-8:45	Introductions, course objectives
8:45-11:00	Experiential Activity: Creating the foundation for success
11:00-11:15	Break
11:15-12:15	Identifying key points from the activity regarding the process and content of an effective Strategic Plan
12:15-1:15	Lunch
1:15-2:45	How to effectively engage staff, Board members and others in implementing the Strategic Plan
2:45-3:00	Break
3:00-4:30	The Leadership component of success; what do I need to do as a leader to ensure our success?

Day 2: 8:30 a.m. – 4:30 p.m.

8:30-8:45	Regroup, open discussion
8:45-10:00	Continuous improvement discussions; 1) How do I improve our organization plan? 2) How do I improve my Leadership? 3) How do I more effectively engage my people?
10:00-11:30	Structured individual time to begin to develop improvement plans
11:30-12:30	Lunch
12:30-3:30	Putting it all together. Continued dialogue, coaching, input from others on areas for change, improvement, discussion
3:30-4:30	Debrief, evaluation, wrap-up and depart