

Strategic plans outline a steady path to success while being nimble enough to respond to unexpected opportunities. Using a transparent and collaborative approach that engages key stakeholders, organizations can provide a sense of ownership and pride in their accomplishments. H.O.W. works with organizations to create compelling and sustainable strategic plans.

Services

Complete planning: H.O.W. uses a step-by-step process to help an organization, department or team craft an organized and intentional plan:

- Facilitate interviews and discussions to arrive at key plan elements, including vision, goals, initiatives, metrics, and tactics;
- Draft the plan document, articulating ideas into actionable statements;
- Set forth quantifiable metrics and provide guidance on data gathering, analysis, and reporting; and
- Advise on marketing the plan to internal and external audiences.

Plan facilitation: H.O.W. can provide a customized selection of the above services to guide the creation of a plan, including a framework to inform discussions and meeting facilitation to keep the planning process on track.

Plan drafting: When organizations have some or all of the key plan elements, H.O.W. synthesizes that information into a clear and actionable plan and assists with measurement and assessment.

Progress reports: H.O.W. advises how to prepare reports that demonstrate plan progress and are tailored to different audiences (employees, boards, external constituents).

Accomplishments: Upon its conclusion, H.O.W. tells the story of the plan, highlighting the work and achievements that have been attained.

"Carrie broke down the steps of strategic planning, and I was blown away by her guidance, clear directions and encouragement!" – Elana Boulos, CEO at Camp Joy