



Strategic Planning:

Canadian Association for Baptist Freedoms



What is a Strategic Plan?

A Strategic Plan provides answers to these questions:

- Who are we?*
- Why are we here?*
- What do we value?*
- Where do we want to go?*
- How will we get there?*
- And for later...How will we measure our progress?*



How Will We Go About Creating a Strategic Plan for the CABF?

- *Review our context, defining purpose, and history;*
- *Review the purpose and process of strategic planning;*
- *Identify and discuss CABF strengths, assets, challenges, and liabilities;*
 - *Develop an explanatory message and survey to be sent to all CABF members to solicit their input on the above items.*
 - *Engage a planning consultant to collate and thematically analyze the survey results before proceeding further.*



Strategic Planning Process

- *Develop statements of vision, mission, values and priorities;*
- *Develop action plans for each of the identified priorities by answering the questions:*
 - *What needs to be accomplished?*
 - *Who will lead the work...and with what support?*
 - *When should it be completed?*



Elements of a Strategic Plan

- *Vision*
- *Mission*
- *Values*
- *Goals*



Vision

- *Should be inclusive, inspiring, ambitious, and future-oriented. Should describe:*
 - *How the CABF would like to be perceived both by its membership and in the broader community;*
 - *What success looks like to us as CABF members and leaders;*
 - *The “preferred future” for the CABF.*



Mission

- *Should be inclusive, outcome oriented, and only a few sentences long. Should describe:*
 - *Why the CABF exists;*
 - *What the CABF does; and*
 - *Who the CABF serves.*



Values

- *The principles that the CABF views as critical and defining for the organization;*
- *Used to guide all CABF decisions, actions, and events;*



Goals

- *Brief statements of intent that provide focus for CABF's Council and membership.*
- *These will be the key areas of focus for the foreseeable future.*
- *Council will engage the membership and create action plans for each one.*
- *Progress on each will be reported annually and discussed at the AGM.*



What? Who? By When? How Enabled?

These are the four key questions to be asked and answered for each of the goals:

- *What needs to be done?*
- *Who will lead the implementation?*
- *What is the timeline for action and completion?*
- *What supports are needed to ensure success?*



Outcomes of the Plan

- *A document...yes...but not just a document!*
- *Clarity of vision, mission, values, priorities, and goals;*
- *Criteria and guidance for agenda-setting and priorities for action; and*
- *CABF leadership and membership coherence and confidence that supports organizational growth and achievement of our mission and goals.*