



Public Participation Networks

Strategic Planning training



15 March 2023



To build the capacity of organisations to have a
transformative social impact



Learning outcomes

- Better understanding of how to develop a robust Strategic Plan with your PPN
- Clarity about what a Strategic Plan should contain
- Confidence in implementing your Strategic Plan with your PPN
- Learning from your peers about their experiences



Agenda

Part 1

- Why does my PPN need a Strategic Plan?
- How should my PPN go about strategic planning?
- What should a Strategic Plan contain?
- Peer learning and Q&A

Part 2

- How can we use our Strategic Plan within our PPN?
- Peer learning and Q&A

Does your PPN have a Strategic Plan?

My PPN has a current Strategic Plan



My PPN has an out of date Strategic Plan



My PPN does not have a Strategic Plan



I don't know!



In a word, what makes PPNs special or unique?



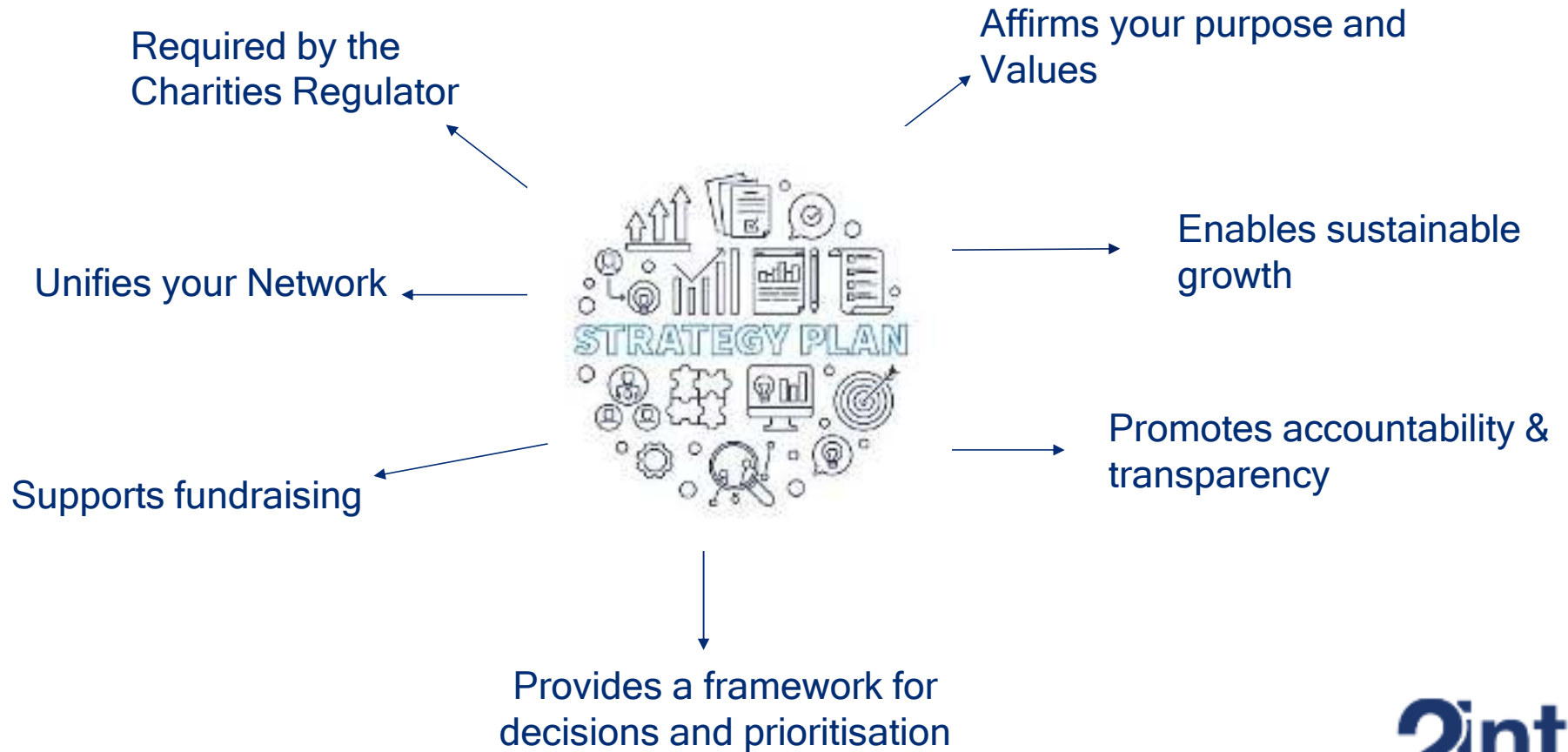
Active poll

10

In a word, why is having a Strategic Plan useful?



Why does my PPN need a Strategic Plan?



How should my PPN go about strategic planning?



Get commitment from your Board



Consult with your Network and other stakeholders



Allocate capacity to coordinate the strategic planning process



Invite feedback, use it as an opportunity to learn



Set time aside for strategic conversations



Communicate during the process, keep people informed

2into3's Strategic Planning Process



STRATEGIC PLAN TEMPLATE



Vision	<i>The future you are striving for</i>	Our Vision is....								
Mission	<i>Your unique purpose or role in achieving your Vision</i>	Our Mission is....								
Values	<i>The principles or ethics that guide your work</i>	Our Values are....								
Priorities	<i>What are the headlines or key themes of your Strategy? Make them memorable and accessible. Can you describe them in one word? We recommend 3-5</i>	Priority / Pillar 1			Priority / Pillar 2			Priority / Pillar 3		
Strategic Goals	<i>What do you want to achieve in the next X years to get you closer to your Vision? Group them under your Priorities. If you have 15+ Goals, are they ambitious enough? Or are you trying to do too much?</i>	Goal 1.1 Goal 1.2 Goal 1.3			Goal 2.1 Goal 2.2			Goal 3.1 Goal 3.2 Goal 3.3		
Actions	<i>What needs to happen to deliver your Goals? What changes, investments, innovations, new approaches will you need to action? <u>Keep it high level</u> - you will develop annual plans against your Strategy</i>	Goal 1.1 • Action • Action • Action	Goal 1.2 • Action • Action • Action	Goal 1.3 • Action • Action • Action	Goal 2.1 • Action • Action • Action	Goal 2.2 • Action • Action • Action	Goal 3.1 • Action • Action • Action	Goal 3.2 • Action • Action • Action	Goal 3.3 • Action • Action • Action	
Outcomes	<i>What does success look like? Consider what impact you can meaningfully measure or take credit for. Define Outcomes at the level of Priorities or Goals</i>	Outcome Outcome			Outcome Outcome			Outcome Outcome		

Peer learning and Q&A

Break out discussions:

- Share experiences of Strategic Planning within your PPN
- What worked well?
- What challenges did you experience?
- What learnings can you share?



How can we use our Strategic Plan within our PPN?

PLANNING

An icon representing planning, featuring a red and blue calendar with a yellow clock face.

REPORTING

An icon representing reporting, showing a document with a pie chart and a bar graph.

PRIORITISING

An icon representing prioritising, depicting a balance scale with a green weight and yellow weights.

COMMUNICATING

An icon representing communicating, showing a megaphone and two speech bubbles.

FUNDING

An icon representing funding, featuring a hand holding a dollar sign with a coin slot.

Planning

- Agree annual operational plans based on your Strategy
- Be clear about who is responsible for what - make sure its realistic
- Develop annual budgets, align financial resources, identify funding gaps
- Identify important milestones and set achievable timeframes
- Manage expectations about what can be delivered



Reporting

- Monitor implementation against your plans
- Establish regular check ins - at Board, plenary & secretariat meetings
- Track your impact and successes
- Allocate space for reflection, learning and adjustments
- Provide regular updates to your stakeholders
- Promote accountability and transparency

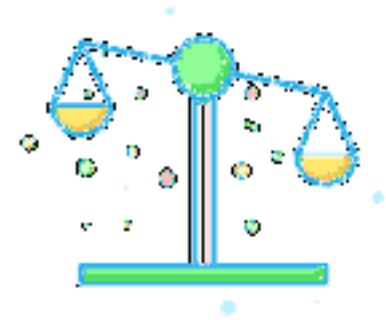


Prioritising

- Refer to your Strategic Plan when assessing new opportunities and challenges

“Does X align with our Goals? Do we have the capacity to take X on? If not, is X or Y better for helping us achieve our Goals?”

- Be consistent and transparent in your decisions
- Reflect and adjust as necessary - a Strategic Plan is not set in stone but rather should provide clarity about your intended direction and a framework for decisions



Communicating

- Prepare pdf or print versions to share publicly
- Update the Vision, Mission, Values and Goals on your website
- Include the Strategic Plan in your induction materials or welcome packs
- Use the Strategic Plan to engage and excite new or less-active members
- Use the opportunity of sharing your Strategic Plan to engage your key stakeholders



Funding

- Assess new funding opportunities against your Goals
- When applying for funding, demonstrate how it aligns with your Strategy
- Use the Strategic Plan as an opportunity deepen your relationship with your current funders



Peer learning and Q&A

Break out discussions:

- How might apply the suggestions from today with your PPN?
- What practical tips can you share about using your Strategic Plan within your PPN?
- What did you find most challenging?



Thank You



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