**[Name of Organization]**

Strategic Plan

[INSERT DEVELOPMENT DATE]

[INSERT DATE BOARD APPROVED]

[INSERT DATE DOCUMENT WAS UPDATED]

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# Organization Description / Background:

Clear concise details about your agriculture organization, including:

* A brief overview of the organization
* When the organization was established
* The primary purpose of your organization
* Highlights of your organization’s work within the industry, since its inception.

# Organizational Structure:

Overview of board composition and structure, which may include information on staff, volunteers and a list of executive board members.

# Vision Statement:

A [vision statement](http://gov.mb.ca/agriculture/industry-leadership/developing-a-strategic-plan/vision-statement.html) is a short, powerful, future-based statement that conveys the organization’s dream moving forward. Its purpose is to motivate the board, staff and volunteers to achieve greatness and help to develop a picture of the organization’s desired future.

* Where we are going?
* Where does the organization want to be?
* What do we want to accomplish?
* What does success look like?

# Mission Statement:

A [mission statement](http://gov.mb.ca/agriculture/industry-leadership/developing-a-strategic-plan/mission-statement.html) defines the organization’s reason for existence, primary purpose and function. Present-based statement around 140 characters long.

* Who we are………………...What is the name of the organization?
* What is our purpose……….Why do we exist?
* For whom………………..….Who benefits from our service?
* How we do it……………......What is unique about our organization?

# Values Statement:

Have the group brainstorm values they feel are important and reflect on the way your membership and staff interact with others. Draft a few short sentences using the values (or list the values in a chart) that highlight how the organization carries out business to accomplish the mission and vision.

# Strategic Analysis:

Information gathered on the external environment (economic or environmental trends, demographic changes, sector advancements, new technology, political issues or employment trends) that my influence the industry.

Information gathered on the internal environment (annual reports, program/project evaluation data, or information from organization assessment).

The organization may also decide to conduct a Strengths, Weaknesses, Opportunities, Threats Environmental Scan (SWOT), or Industry Scan, to gather information for this section.

# Strategic Activities:

All strategic activities set forth by the executive and carried out by staff and/or board members must further the vision and fit within the mission of the organization. Goals and objectives must also align with the values of the organization.

* Identify, list and prioritize key goals and objectives (often referred to as strategies) to address critical issues or organizational needs.
* The [Smarter goals](http://www.gov.mb.ca/agriculture/industry-leadership/developing-a-strategic-plan/goal-development.html) worksheet can help your organization formulate its goals.

# Action Plan & Implementation:

The action plan states each goal and objective, communicates who is responsible, what timelines should be followed and what specific resources are needed for the objective to be carried out. The [action planning document](http://www.gov.mb.ca/agriculture/industry-leadership/developing-a-strategic-plan/Pubs/developing-smarter-goals-and-actions.xls) can be used to track progress and it should record results as goals are completed.

# Appendix:

* Financial Documents (operating budgets, statements)
* Organization Chart
* Marketing Plans or Communication Plans