

When is strategic planning appropriate?

When you can answer *yes* to any of the following statements.

- ✓ The kind of success you want will take time and focus.
- ✓ The organizational climate and its challenges and opportunities are complex; success is possible but not guaranteed.
- ✓ The organization has been successful.
- ✓ The environment has changed or will change significantly, including the economy, new players, demographic changes, changes in the client base, funding challenges, etc.
- ✓ There are many opportunities for action and you need to choose.
- ✓ You've gotten this far by instinct but the organization needs more clear and shared direction.
- ✓ The organization has grown rapidly.
- ✓ The organization has shrunk rapidly.
- ✓ People within the organization don't agree on what the priorities are or should be.
- ✓ You're having trouble raising significant money.
- ✓ Customers, clients make competing demands and you can't answer them all.

