



Strategic planning is essential in the process of decision making as regards where the organization sees itself in the future and how it will get there. That is why strategic planning starts with the question why. Strategic planning is a serious analysis of external factors that have an influence over the success and failure of an organization and its activities, and its objective is solving the problems of an organization and strengthening its internal teams. It contributes to the development of the capacity of an organization and its efficiency in achieving the set goals and tasks. Strategic planning enables an organization to survive when financial operation is made difficult.

A strategic plan can never be static and fixed, but rather a continuing and maximum flexible process.

Contents

- Introduction to planning and strategic planning, key concepts of strategic planning;
- Understanding the organization, Integrated Organizational Model (IOM), organizational analysis and methods;
- Institutional Development and organizational changes, ID/OS concepts and framework;
- Vision/Mission of the organization;
- Environment analysis: Institutional position of the organization, Institutionogram,

environment scanning;

- Organizational strengthening;
- Organizational structure and organization that is learning;
- SWOT analysis;
- Strategic orientation – SOR matrix;
- Strategic goals, formulating strategies, content and format of a strategic plan;
- Strategic plans and financial planning;
- Strategic plans and operational planning/annual plans;
- Strategic plans and monitoring and evaluating.