

Working & thinking strategically

Healthy Organisations
workshop

Thinking strategically...

- If you don't know where you're going, how will you know if you've got there?
- *Why does your organisation do what it does?*
- Where does your organisation fit in to the bigger picture?

Thinking strategically...

Question:

What's the best way to disempower
a community group?

Answer:

Give them a building to run!

What is strategic management?

	Operational Management	Strategic Management
Focus	<i>day to day survival</i>	<i>long term development</i>
Objective	<i>keeping things going</i>	<i>finding better ways of doing things or exploring new ideas</i>
Change	<i>coping with imposed change</i>	<i>managing change and transition</i>

What is strategic management?

Motive	<i>creating stability</i>	<i>creating future possibilities</i>
Purpose	<i>keeping current services functioning</i>	<i>exploring new services and ensuring future role</i>
Process	<i>procedures and systems</i>	<i>focus on evaluation, direction and vision</i>
Decision making	<i>by precedent or rule book</i>	<i>considering future choices and options</i>

Effective voluntary sector leaders

- Emotional attachment
- Energy & enthusiasm
- *Strategic perspective*
- Visionary & inspirational communication
- Personal humility
- Motivating a team
- *Networking*
- *Influencing*
- Resilience
- Self confidence
- Customer service orientation

What do you discuss and when?

- **Who takes responsibility for strategic issues?**
- **How do you pay attention to the bigger picture?**

***What do you do in your
organisation?***

Some ideas...

Development Review days

- staff & board members
- wider stakeholders

Strategic Development Sub Group

Briefings & discussions

Visits to other projects

Conferences & learning events

Collaborative work