Types of Strategic Plans

ACTION PLAN

- Focused on initiation getting the right things done in the right order
- Created when getting an organization off the ground to ensure smart decision-making or when recalibration is needed for an existing organization to perform a quick jumpstart

FOUNDATIONAL PLAN

- Focused on stability either in operations or transition
- Created when an organization has hit a "limit to growth" due to operational and/or staffing constraints
- Typically done when growth is on the horizon for next plan

BRIDGE PLAN

- Focused on extending existing strategic plan
- Created when uncertainty in future funding or leadership exists and a new strategic plan is not yet plausible
- Requires review of results of existing plan as well as new areas to include

TRANSFORMATIONAL PLAN - GROWTH OR EVOLUTIONARY

- Focused on growth either in programming or geography
- Created when an organization or community needs to go to the next level
- Requires operational elements to be relatively stable and mature
- Requires community assessment of need

TURNAROUND OR "RIGHT-SIZING" PLAN

- Focused on continuity "right-sizing" mission with financials
- Created when an organization has hit the decline phase in the organizational lifecycle and needs swift action
- Requires competitive and community assessment

