

Types of Plans

Less Intensity

ACTION

- *Focused on initiation* – getting the right things done in the right order
- Created when launching an organization to ensure smart decision-making or when recalibration is needed for an existing organization to perform a quick jump-start

FOUNDATIONAL

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

BRIDGE PLAN (A.K.A., “REFRESH”)

- *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

- *Focused on growth* – either in programming or geography
- Created when an organization or community needs to go to 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 lifecycle and needs swift action
- Requires competitive and community assessment

More Intensity