Putting Purposeful Strategy into practice

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Strategy is not

- A 30-page document
- A funding application
- A business plan
- A wish list
- A team building exercise

Strategy is

Strategy is:

- Knowing what you will do
- Knowing what you won't do
- Making choices under constraint
- Clear and achievable

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Mission and Purpose

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3 Questions

Why we exist

Where can we make the biggest difference

What are we uniquely positioned to do?

The 4 strategic traps in the third sector

- Chasing every funding opportunity
  - funding should support strategy, not become strategy.
- Trying to solve every problem
  - many charities suffer from mission creep.
- Measuring activity instead of impact
- Strategy gathering dust

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One page strategy

Purpose

- Why we exist

Priority outcomes

- 3 things we want to achieve

Key choices

- What we'll focus on

Things we won’t do

- Where we won't spend energy

Measures of success

- How we'll know we're making a difference

If it doesn’t fit onto one page, most people in your organisation won’t remember it

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