

# Strategic Planning for Boards and Committees



## 1 The Importance of Strategic Planning

- **Why It Matters:** Effective strategic planning allows boards to align their efforts with the club's purpose while considering current challenges and anticipating future changes.
- **Key Takeaway:** Understand and deliver on your club's value proposition by engaging members and stakeholders in the planning process.

## 2 Communication and Engagement

- **Tips for Success:**
  - Actively seek diverse opinions during planning.
  - Regularly communicate updates to members and stakeholders to build trust and alignment.
  - Make strategic planning a shared journey to foster a sense of ownership and purpose.

## 3 Defining Success

- **How to Define It:**
  - Success isn't just achieving outcomes—it's about ensuring members and stakeholders understand and actively support the club's purpose.
  - Monitor and address risks to maintain alignment with the strategic plan.

## 4 Adapting to Change

- **Flexibility is Key:**
  - Review and update the strategic plan annually.
  - Seek member and stakeholder feedback to ensure relevance and effectiveness.
  - Be prepared to pivot when the environment or priorities shift.

5

## Balancing Short and Long-Term Goals

- **Achieving Balance:**
  - Use short-term goals to demonstrate measurable progress.
  - Ensure short-term wins align with the long-term vision of the club.

6

## Aligning Members with the Strategic Plan

- **Engagement Strategies:**
  - Listen to members and stakeholders to ensure their needs align with the plan.
  - Measure success through clear implementation pathways and regular progress monitoring.

7

## Managing Resistance to Change

- **Overcoming Challenges:**
  - Use honest, transparent communication to address concerns.
  - Show stakeholders their role in the plan to build buy-in.
  - Highlight benefits and provide regular updates to maintain trust.

8

## Maintaining Stakeholder Input

- **Fostering Collaboration:**
  - Be transparent about progress and challenges.
  - Regularly articulate the club's value proposition to stakeholders.
  - Ensure open, two-way communication throughout the process.

9

## Inclusive Communication

- **Inclusion Matters:**
  - Hear diverse voices, including youth, life members, and active patrol members.
  - Tailor communication to reflect the entire membership.
  - Highlight how the strategic plan benefits everyone in the club.

## Follow-Up Actions for Boards/Committees

### 1. **Strategic Plan Review**

- Annually assess and update the plan to reflect changing environments and feedback.

### 2. **Member Engagement**

- Actively seek feedback from members during reviews to ensure alignment with their expectations.

### 3. **Risk Monitoring**

- Regularly monitor and report progress and shifting risks during quarterly board meetings.

### 4. **Communication Strategy**

- Develop and execute a strategy to keep members informed using various channels like newsletters, social media, and forums.

### 5. **Youth Engagement**

- Proactively involve youth members in planning to incorporate fresh perspectives.

### 6. **Stakeholder Communication**

- Maintain open communication about delays or changes in the plan, providing context for external factors.

### 7. **Diverse Membership Inclusion**

- Ensure the plan reflects the needs of all member groups, from youth to life members and active patrol members.

[www.lifesaving.com.au/sscs](http://www.lifesaving.com.au/sscs)

