

- ✓ Is considered as a set of purposeful actions that influence an organization in order to effect change.
- ✓ It is viewed as long-term planning in order to achieve a desired vision for an organization or school.
- ✓ An external orientation
- ✓ A holistic systematic approach
- ✓ A process for formulating plans, objectives, strategies and programs
- ✓ Use of systematic methods in the analysis of strategic and alternatives
- ✓ A commitment to action

STRATEGIC PLANNING RATIONALE

- ❖ To reorient the organization or institutions to the need of the community.
- ❖ Another serious consideration is that when people plan for expansion, a certain level of minimum standard must be observed
- ❖ Effective strategic planning initiatives or efforts can make the organization a more responsive and viable instruments for socio-economic development of the nation.
- ❖ There is a need to establish priorities because of dwindling resources for sectoral services.
- ❖ Strategic planning means a more realistic forecasting of events. Always involves some view of the future.