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Nota di contenuto	TABLE OF CONTENTS -- LIST OF FIGURES AND EXHIBITS -- PREFACE -- ACKNOWLEDGMENTS FOR THE FIFTH EDITION -- THE AUTHOR -- PART ONE: UNDERSTANDING THE DYNAMICS OF STRATEGIC PLANNING: CHAPTER ONE: Why Strategic Planning Is More Important Than Ever -- CHAPTER TWO: The Strategy Change Cycle: An Effective Strategic Planning and Management Approach for Public and Nonprofit Organizations -- PART TWO: KEY STEPS IN THINKING, ACTING, AND LEARNING STRATEGICALLY: CHAPTER THREE: Initiating and Agreeing on a Strategic Planning Process -- CHAPTER FOUR: Clarifying Organizational Mandates and Mission -- CHAPTER FIVE: Assessing the Environment to Identify Strengths, Weaknesses, Opportunities, and Challenges -- CHAPTER SIX: Identifying Strategic Issues Facing the Organization -- CHAPTER SEVEN: Formulating and Adopting Strategies and Plans to Manage the Issues -- CHAPTER EIGHT: Establishing an Effective Organizational Vision for the Future -- CHAPTER NINE: Implementing Strategies and Plans Successfully -- CHAPTER TEN: Reassessing and Revising Strategies and Plans -- PART THREE: MANAGING THE PROCESS AND GETTING STARTED WITH STRATEGIC

PLANNING: CHAPTER ELEVEN: Leadership Roles in Making Strategic Planning Work -- CHAPTER TWELVE: Getting Started with Strategic Planning -- RESOURCES: RESOURCE A: A Guide to Stakeholder Identification and Analysis Techniques -- RESOURCE B: Using Information and Communications Technology (ICT) and Social Media in the Strategic Planning Process -- REFERENCES -- NAME INDEX -- SUBJECT INDEX -- END USER LICENSE AGREEMENT

Sommario/riassunto

The essential planning resource and framework for nonprofit leaders Strategic Planning for Public and Nonprofit Organizations is the comprehensive, practical guide to building and sustaining a more effective organization. Solid strategy is now more important than ever, and this book provides a clear framework for designing and implementing an effective and efficient planning process. From identifying stakeholders and clarifying a shared vision, to implementing plans and revising strategies, the discussion covers all aspects of the process to help you keep your organization united and on track into the future. The field's leading authority shares insight, advice, helpful tools, and specific techniques, alongside a widely used and well-regarded approach to real-world planning. This new fifth edition includes new case studies and examples along with up-to-date resources and references, and new multimedia-related content. Innovation and creativity produce great ideas, but these ideas must be collected and organized into an actionable plan supported by a coalition of support to make your organization great. This book provides expert guidance and perspective to help you bring everything together into a workable organizational strategy. Discover an effective approach to the strategic planning process Identify issues, establish a vision, clarify mandates, and implement plans Manage the process with continual learning and revising Link unique assets and abilities to better accomplish the central mission Public and nonprofit leaders are forever striving to do more with less, and great strategic planning can help you build efficiency and effectiveness into your organization's everyday operations. Strategic Planning for Public and Nonprofit Organizations provides the framework and tools you need to start planning for tomorrow today.
