

CREATING AND IMPLEMENTING YOUR STRATEGIC PLAN **2ND EDITION**

Creating and Implementing Your Strategic Plan is the best-selling companion to John Bryson's landmark book *Strategic Planning for Public and Nonprofit Organizations*. This new edition of the workbook is completely revised and updated and can be used as a stand-alone resource or as a companion to *Strategic Planning for Public and Nonprofit Organizations*. A step-by-step guide to putting strategic planning to work in public and nonprofit organizations, this indispensable workbook includes easy-to-understand worksheets and clear instructions for creating a strategic plan tailored to the needs of the individual organization.

From setting up the meeting room to establishing a vision of the future, every step of the strategic planning process is covered. The workbook shows how to:

- Refine your organization's mission and values
- Assess your internal and external environment
- Identify and frame strategic issues
- Formulate strategies to help manage the issues
- Create, review, and adopt the strategic plan
- Assess the strategic planning process

Praise for *Creating and Implementing Your Strategic Plan*

"John Bryson and Farnum Alston deliver proven tools to help public, nonprofit, and private sector leaders define and deliver on their organizations' directions. I have used their tools with success in Calgary with its \$1.6 billion budget and in very small organizations that have really big challenges. In both cases, Bryson and Alston set the standard!"

—Dale Stanway, former CEO and city manager, Calgary, Alberta, Canada

"*Creating and Implementing Your Strategic Plan* is both comprehensive and informative and is packed with the information and worksheets you will need to effectively develop and implement your strategic plan."


—Carol A. Jones, children's services administrator, Los Angeles County Department of Children & Family Services

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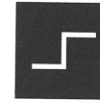
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Workbook for Public and Nonprofit
Organizations

2ND
EDITION

JOHN M. BRYSON
FARNUM K. ALSTON



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