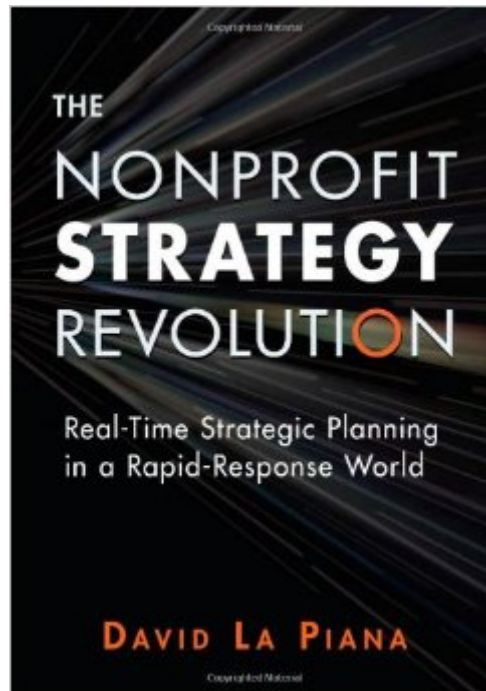


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The Nonprofit Strategy Revolution: Real-Time Strategic Planning In A Rapid-Response World



Synopsis

Nonprofit Strategy Revolution FINALIST, Ben Franklin Awards, Independent Book Publishers Association, Business Category The world changes continuously and rapidly. It's foolhardy to believe that strategies should not do so as well. Nonprofit leaders already know this, but traditional strategic planning has locked them into a process that's divorced from today's reality. That's why plans sit on the shelf and why smart executives are always seeking workarounds in between planning periods. The Nonprofit Strategy Revolution offers a nimble and powerful alternative. In this groundbreaking book, strategy expert David La Piana introduces "Real-Time Strategic Planning," a fluid, organic process that engages staff and board in a program of systematic readiness and continuous responsiveness. With it, your nonprofit will be able to identify, understand, and act on challenges and opportunities as they arise. At the heart of this practical book is the Real-Time Strategic Planning Cycle. Based on four years of research and testing with a variety of nonprofits, this proven process guides you through the steps to sound strategy. You'll find tools for clarifying your competitive advantage; generating a strategy screen "criteria for evaluating strategies to be able to respond quickly; handling big questions; developing and testing strategies; and implementing and adapting strategies. This useful guide also includes exhibits and case examples showing how concepts play out in real-life; a total of 27 tools "10 of which are essential for forming strategies; Theory to Action sidebars telling you which tool to use for a given task; and a CD (IMPORTANT NOTE: the CD has now been replaced with a link to download the files from the Internet) with all the tools and interactive worksheets you'll need, as well as a Facilitator's Guide to Real-Time Strategic Planning that gives you everything you need: the day's agenda, instructions for preparing flip charts, prework to be done, handouts, and worksheets. Use The Nonprofit Strategy Revolution and get the clarity and direction you need for maximum mission success.

Book Information

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Customer Reviews

NONPROFIT BOOK REVIEW: The Nonprofit Strategy Revolution www.rainmaker-solutions.net This approach to strategic planning seems more additive than revolutionary. It was published in 2008, however, so perhaps its groundbreaking claims are plausible. The idea of "real-time" strategic planning does reiterate and complement principles that stand in stark contrast to traditional strategic-planning models (e.g. SWOT analysis and episodic three-year planning efforts).

Unfortunately, these plans are largely abandoned by nonprofit managers, because of shifting circumstances, such as staff turnover; and because they are not benchmarked and integrated into the management process. I have never appreciated the traditional model, but I understand its origins. I know how it became the standard. I have written before that these models - borrowed from business schools - are based on the premise that its outcomes - such as the company's products and services - generate much of the company's revenue. For most nonprofits, the outcome of the strategic-planning process - the organization's programs and services - is a cost. It is a highly valuable, but inherently unprofitable outcome. Oops! This misalignment renders traditional business planning and strategic planning models inappropriate and sometimes harmful to nonprofit planning efforts. As a result, organizations often adopt separate "development" plans, unaligned with their strategic planning objectives. It's a common organizational weakness: those who raise money, those who manage money, and those who conduct programs...are rarely on the same page - literally.

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