

NGO MANAGEMENT & CSR
HSC SEC402: Unit 3
Semester: IV

Strategic planning



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Planning



- Future oriented
- Good planning is a constituent of good management.
- It involves what resources are available and what resources can be obtained and
- Allocating responsibilities according to the Potential of employees.

FO → GM → R → P

Planning can be of two types:-



1. Strategic Planning (Formation)
2. Operational Planning (Execution)

Strategic Planning

It involves acquisition and allocation of resources to achieve objective.

Operational Planning

It specifies detail on how resources are to be utilized effectively.



*Strategic planning is an **essential process** in preparing to carry out your organization's mission.*

*An effective strategic planning process provides a **framework** to make **decisions** on **how to allocate** organizational resources, **address challenges** and take advantage of opportunities that arise along the way.*



- *Effective Strategic Planning was created **for staff and board members** of community development organizations.*
- It describes the process for developing an organizational **strategic plan**, from preparation to **development and implementation**.

The manual includes information on:



- When to undertake **strategic planning**
- Who should be **involved**
- The **five elements** of a strategic plan
- A **case study** of strategic planning
- How to **organize** the plan

Five elements comprise a strategic plan:



- Define **mission, vision, activities and values**
- Scan the environment using a **SWOT analysis**
- Identify and **prioritize strategic** issues
- Define strategic **goals and objectives**
- **Establish** an implementation plan and schedule

Strategy Implementation



Strategy
formulation
(Thought)



Strategy
Implementation
(Action)



Nature



- Action Orientation
- Demanding Varied Skill
- Wide-ranging Involvement

Process



1. Determine key managerial task
2. Resource analysis
3. Resource Allocation
4. Managing implementation
5. Preparation of Management Information System
6. Evaluation and Review

Aspects



1. Project
2. Resource
3. Functional
4. Behavioral
5. Structural

Levels of Strategy



1. Corporate Level
2. Business Level
3. Operational or Functional Level

Corporate Level Strategy



- Corporate strategies are the top level strategy in an organization.
- It is **broader** in nature.
- The corporate strategies plan guides the themes of the business level strategy, which then directs the **creation of functional** level strategies.
- Every company **needs a corporate level** strategies because it focuses on the **overall vision of and organization**.
- Strategies at this level are more **futuristic and conceptual in nature**.



- Focuses on **long term objectives** and this level usually have a span of **3-5 years**.
- The corporate level strategy defines the **direction of the organizations** and plans are taken accordingly the **top level management**.
- This level **shows the business** you should be in.

Business Level Strategy



- This is the **second level** of strategy.
- Through business strategy, the **organizational goals are achieved**.
- Strategies at the business level **should be constructed** by the **heads of business** units and other **middle managers** within each unit.
- Deals with the **tactics** to beat the competition.

Operational or Functional Level Strategy



- This is the level at the **operating end** of an organization.
- Functional level includes the **day by day** strategies that will lead to the attainment of the goals.
- They are concerned with **how the various** functions of an organization contribute to the other strategy levels. These functions can include **marketing, finance, HR** etc....
- Under functional strategy levels each function is **given objectives** so that they can excel in their areas.



- Under this **level the decision** made by the employees are **tactical in nature**.
- Functional level is the most important level because if they **stuck in between** then the **entire process will fail**.
- This level carries various operational methods to **implement the tactics**.

Documentation



NGOs are involved across the globe in the diverse sectors of health, agriculture, education, development and economy. Consequently, they require documentation in the form of proposal, reports, case studies or process documents to help in their daily functioning.

Public Relation



Public relation is the need for NGOs to maintain a close relationship with the **public to achieve its objective.**

Foundations and charities organizations use the campaign to raise funds and acquire their advanced methods of **lobbying in collaboration with government institutions.**

Public Relation



- Maintain relation with public.
- Different programmes/communication efforts are used to
 - ❖ Strengthen the relationship of public and organization.
 - ❖ Create good will of organization
 - ❖ Earn public understanding and acceptance

Public Relation



- **Public include**

- ✓ Customers
- ✓ Shareholders
- ✓ Suppliers
- ✓ Intermediaries

**Success
of
business
depends
on
them**



Role/ Functions - PR



1. Press Release
2. Product + Publicity
3. Corporate communication
4. Lobbying
5. Counseling
6. Helps in achieving marketing objectives
 - a) Building awareness
 - b) Building credibility
 - c) Stimulates sales force
 - d) Lower promotion cost

Ways/ Methods/ Tools



- A. News
- B. Speeches
- C. Events
- D. Written material
- E. Public Services Activities

T H A N K Y O U



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