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The Strategic Planning Process

Learn

Research

- > Environmental scan
- > Stakeholder research (interviews, focus groups, survey).

Create

Planning Workshop

- > Context
- > SWOT
- > Vision & values
- > What, how, who, when

Communicate

Communication

- > Who (stakeholders)
- > What (key messages)
- > How (channels)

Evaluate

Review & modify

- > What
- > How
- > Who
- > Outcome