

# The Strategic Advantage

## Workbook

Developed by:



**THE  
WEATHERS GROUP**  
LEARN | CONNECT | PERFORM

# The Strategic Advantage

## THE BIG PICTURE

What stands out to me?

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## NONPROFIT STRATEGY

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### Story

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### Context

### Connection

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### Direction

### Sense-Making

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# The Strategic Advantage

## STRATEGIC PLANNING

The \_\_\_\_\_ of developing and following a \_\_\_\_\_  
that sets and guides \_\_\_\_\_ from where you are  
to where you want to be.

## THE CHANGING LANDSCAPE

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Political	Economic	Social	Technology	Other

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# The Strategic Advantage

## THE STAGES OF DEVELOPMENT

**Forming**

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**Storming**

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**Norming**

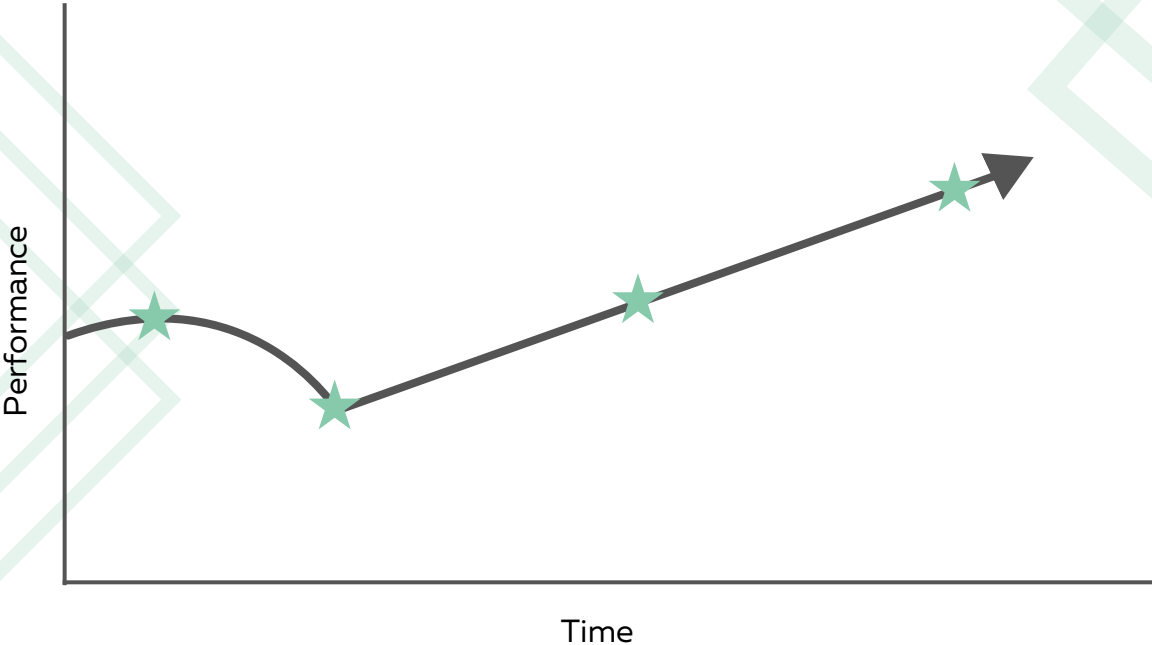
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**Performing**

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# The Strategic Advantage

## STRATEGIC FRAMEWORK

Vision

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Mission

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Values

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<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<b>OPPORTUNITIES</b>	<b>THREATS</b>

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# The Strategic Advantage

## PRIORITIES

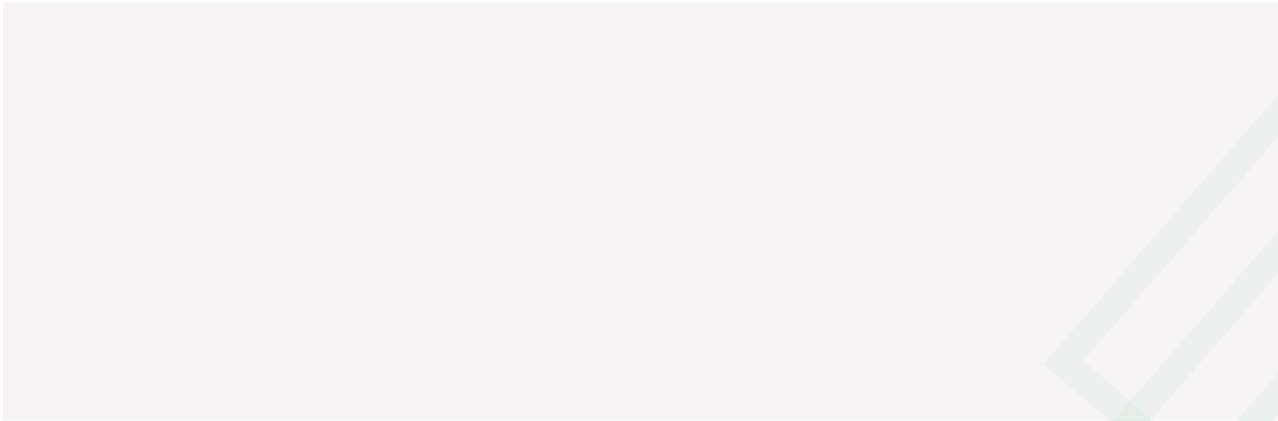
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## POTENTIAL GOALS



## POTENTIAL SUCCESS INDICATORS

