

Strat Comm Bulletin 1/26/13

Mark Ralston <mark.ralston@freegeek.org>

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The Strategic Planning Committee met twice recently to assess Free Geek's current situation. But before delving into that, let's step back and look at where we are in the overall strategic planning process.

The attached Strategic Planning diagram presents one model for conducting strategic planning. As shown in the diagram, Mission and Values are at the center of the process, feeding into all the other steps. Assessment of the current situation informs the Vision for the organization's future. To realize the vision, a Plan is then created. The next step is to implement the Plan, or Make It So! Assessment then follows, continuing the ongoing cycle of improvement.

This strategic planning process takes time to implement thoughtfully and with input from all parts of the organization. Each step could take several months, and working through the whole cycle initially could take a year. After that we could update and refine the steps annually.

When Strat Comm first met in late November, we discussed where to start in the strategic planning process. Our first priority was to support the work of Paul Lipscomb, the NAO consultant currently helping us to restructure FG management. We decided that by starting with the Assessment step, we (and the new senior management team) would better understand where we are at present and where we might want to head in the future.

With that background, we'll summarize our recent work on the Assessment step. At our January 3 and 17 meetings, Richard Seymour walked us through an informative "Dual Bottom Line" analysis of Free Geek's current situation. This Dual Bottom Line analysis, described in the book Nonprofit Sustainability, is one of several ways of evaluating an organization's situation for strategic planning purposes. Others include SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), a scan of the business environment, and stakeholder analysis.

The Dual Bottom Line analysis looks at the net income and relative impact of each organizational program area. This analysis results in "bubble graphs" where the programs are plotted on a 2x2 matrix with net income on one axis and impact on the other. The size of each program's bubble reflects its cost. Depending on where the bubbles fall on the matrix, decisions can be made to expand, maintain, or shrink different programs.

Strat Comm and several members of Collective Management have now gone through this analysis, and we plan to summarize the results and get input on them from the rest of the FG organization. We also plan to conduct a SWOT analysis soon, to complement the Dual Bottom Line analysis, and make those results available to everyone.

Strat Comm includes two members each from the Volunteers, the Bargaining Unit, Collective Management and the Board:

- Mary Meier, Volunteer
- Michael Kelly, Volunteer
- Ashley Sue Masoomian, Bargaining Unit
- John Ashcraft, Bargaining Unit
- Richard Seymour, Collective Management
- Cynthia Prevatte, Collective Management
- Dina Dickerson, Board
- Mark Ralston, Board, Chairperson

We plan to meet every two weeks for now to push forward on this work. If you have any questions or comments, please contact one of your Strat Comm representatives.

Sincerely,
Your Strategic Planning Committee