

Strategic Planning

To what end?

To establish the guidelines and behaviours an organisation must adopt in order to achieve its goals, fulfil its mission and move closer to realising its vision. A strategic plan is a particularly useful way of translating intentions and desires into quantifiable objectives and programs with clearly defined actions.

What does it involve?

A strategic plan is a document in which a company's executives set out the strategy that they want the organisation to follow in the medium term (over a 3 to 5-year period). First of all, it should analyse and diagnose the company's current situation in order to get a clear picture of its reality. Next, the plan states the company's strategic objectives, always in quantifiable terms, and defines the corporate strategies for addressing each identified need. This should be followed by an action plan which specifies the principal actions that need to be taken and the order in which they should be done. The final step is follow-up and evaluation to ensure that these strategies and actions are being applied.

References

Clínica Plató, Centre Psicoteràpia Barcelona, Fundació CMP Osona, Fundació Orienta, Fundació Salut Empordà, Germanes Hospitalàries del Sagrat Cor, Integralia, Grupo Pere Mata, Sant Pere Claver, Serveis de Salut Integrats Baix Empordà.