



**RURAL
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Strategic Road Map: RSP's innovative approach to strategic planning

Our unique process combines the best of strategic planning and theory of change to help organizations stay focused on their North Star while providing the flexibility to adapt to the realities of the ever-changing world.

- Envision the long-term change your organization will make and the steps it will take to get there.
- Focus short term goals toward the change you seek.
- Institutionalize the plan so it stays relevant.

STRATEGIC PLANNING PROCESS

Outcomes

Engaged stakeholders
Customized process
Reference data

Shared understanding
& collective analysis of
the organization and
external context

Rough roadmap
outlining where the
organization is headed

Focused goals
Logical theory of change
Clear indicators & measures

Staff ownership & accountability
Strategic priorities & work plans
Role clarity

Collect

Understand

Envision

Refine

Operationalize

Activities

Stakeholder perspectives
Organizational Assessment
Organizational impact
Community stats
Market data

People & places served
Organizational SWOT
Impact made to date

Long-term impact
Pre-conditions
3-5-year goals

Long-term impacts
Pre-conditions
Roadmap goals
Indicators of success

Department level work plans
Individual work plans



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