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Creating and Implementing Your Strategic Plan: A Workbook for Public and Nonprofit Organizations (Bryson on Strategic Planning)

John M. Bryson, Farnum K. Alston

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Creating and Implementing Your Strategic Plan is the best-selling companion to John Bryson's landmark book, *Strategic Planning for Public and Nonprofit Organizations*. This new edition of the workbook is completely revised and updated and can be used as a stand-alone resource or as a companion to *Strategic Planning for Public and Nonprofit Organizations*. A step-by-step guide to putting strategic planning to work in public and nonprofit organizations, this indispensable workbook includes easy-to-understand worksheets and clear instructions for creating a strategic plan tailored to the needs of the individual organization. From setting up the meeting room to establishing a vision of the future, every step of the strategic planning process is covered. The workbook shows how to:

- Refine your organization’s mission and values
- Assess your internal and external environment
- Identify and frame strategic issues
- Formulate strategies to help manage the issues
- Create, review, and adopt the strategic plan
- Assess the strategic planning process

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