

Strategic Planning Workshop

Type of event: 1-day strategic planning workshop

Target group: Staff and key stakeholders of the organisation

Short description of the workshop:

Strategic planning workshop supports the team in clarifying core values, refining the organisation's mission, and envisioning its long-term future. Through collaborative exercises, vision-building activities, and action planning, participants identify priorities, set goals, and define steps toward the desired organisational development. The process fosters shared ownership, strengthens team cohesion, and ensures that the strategy is rooted in the organisation's values and real capacities.

Framework (structure)

Before the workshop (online)

- Pre-workshop reflection form (Google Form): "What do you value most about your work here, and what do you wish to contribute in the future?"
- Mission & values reminder: Short document/video on the current mission, vision, and services.

During the workshop (in-person)

1. Values and Mission (60 min)

- Introduction, personal roles, contributions, and challenges.
- Storytelling on meaningful work experiences and identifying organisational values.
- Group synthesis of 5–7 core values.

2. SCRUM + Vision (90 min)

- Situation analysis: what works well, challenges, wishes, and experiments to try.
- Visioning exercises: individual reflection (including creative prompts like "favourite animal"), and group modelling of the organisation in 15 years.





Organisation in the Future (90 min)

Setting priorities, goals, key activities, stakeholders, turning points, and risks for 2030, 2035, and 2040.

Action Plan (30 min)

In trios, develop a mini-plan for one priority: first step, responsible person, resources, and timeline.

Evaluation (15 min)

Reflection on learnings and commitments.

After the workshop (online)

Strategic document draft (Google Docs): Compiled results of all sessions for feedback.

Follow-up meeting (1–2 months later): Review progress on action plans and refine long-term goals.

