



Developing a Road Map for Future Success

THURSDAY, JANUARY 12TH, 12PM – 1:00PM | FACILITATOR: Hugh Wesley Carrington, Ph.D.

NonProfit HelpDesk

A project of the Jewish Community
Council of Greater Coney Island
(JCCGCI)

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Three-Part Series...



Session One

- Where are we now?

Session Two

- Where are we going?

Session Three

- How are we going to get there?



**There's
another
question...**

Where have we been?



Your History...

Session One

- Where are we now?



**Do you want to
be successful?**



No Plan...

**What is your
plan
—road map—
for future
success?**



Success for any
organization is predicated
on having a **road map** and
being able to **follow** it.

Road Map...

We know where we're going!

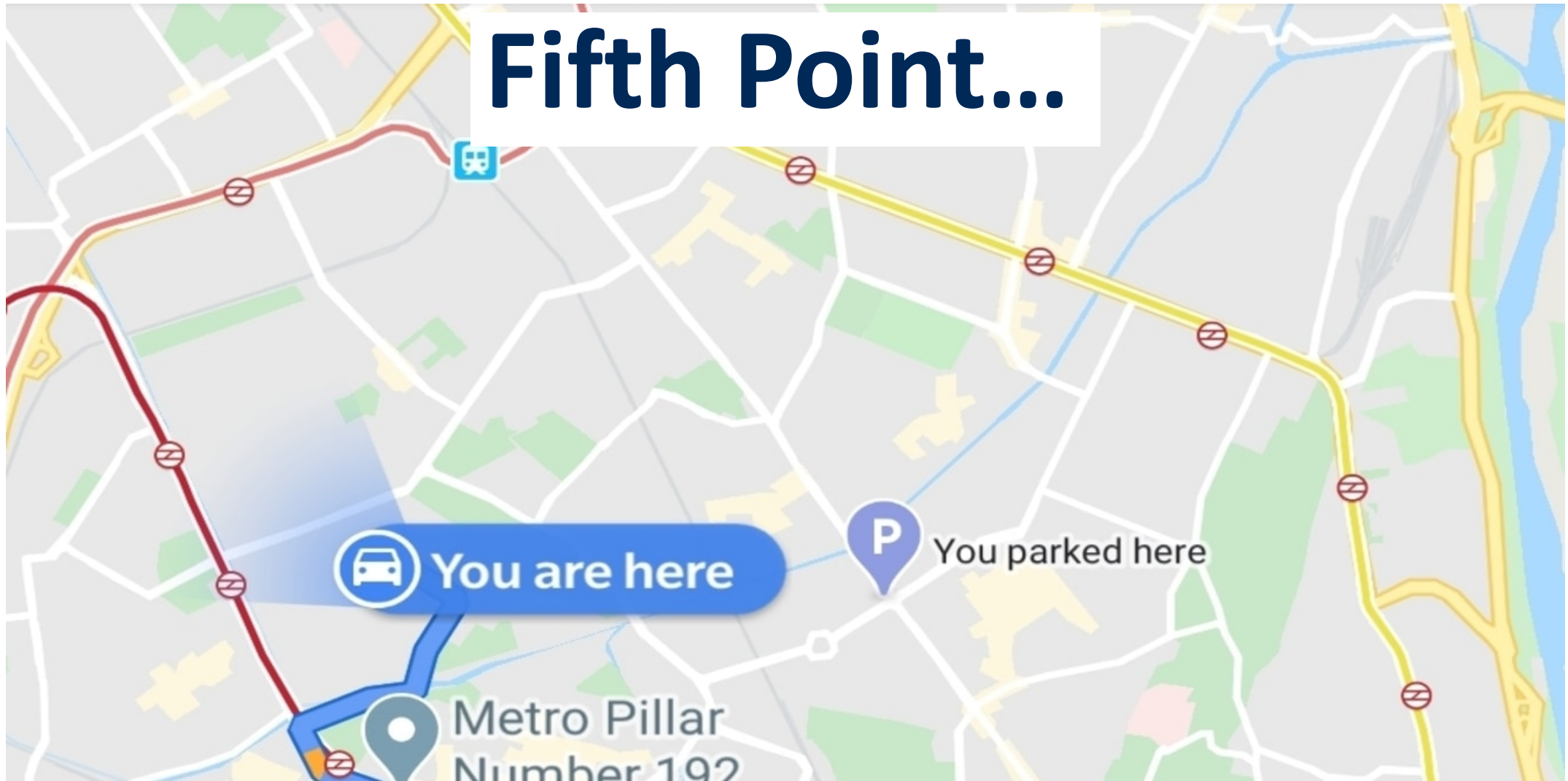


Four Points:

- North
- East
- South
- West




Fifth Point...



Where are we now?

**You must determine
where you **are** before you
can decide where you're
going and how you're
going to **get** there.**



Success...



The task of
crafting a road
map is a **work
in progress, not
a one-time
event.**

Road Map is a blend of:

Proactive (deliberate) elements include **planned initiatives** to improve the organization's performance.

Reactive (emergent) elements developed **on the fly** in response to unanticipated developments.

Abandonment (superseded) elements that **no longer fit** with the organization's ongoing plans.



1. Road Map for Future Success

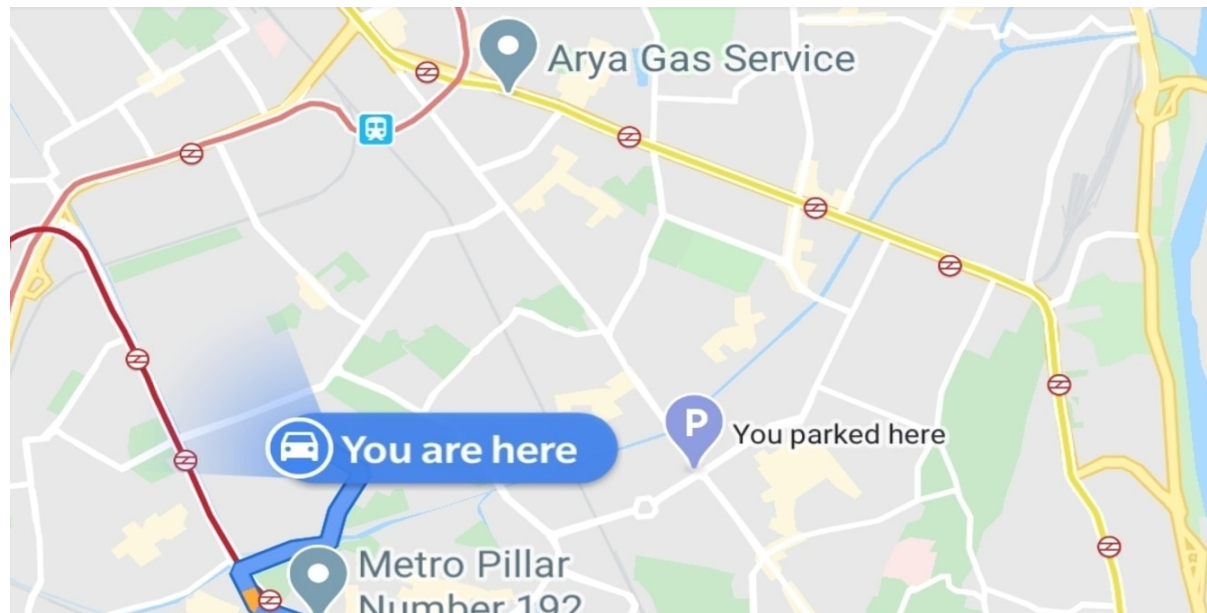
Where are we now?

- This is **what** we do...
- This is **how** we do it...
- This is **why** we do it...

2. Road Map for Future Success

Where are we now?

Environmental Scan

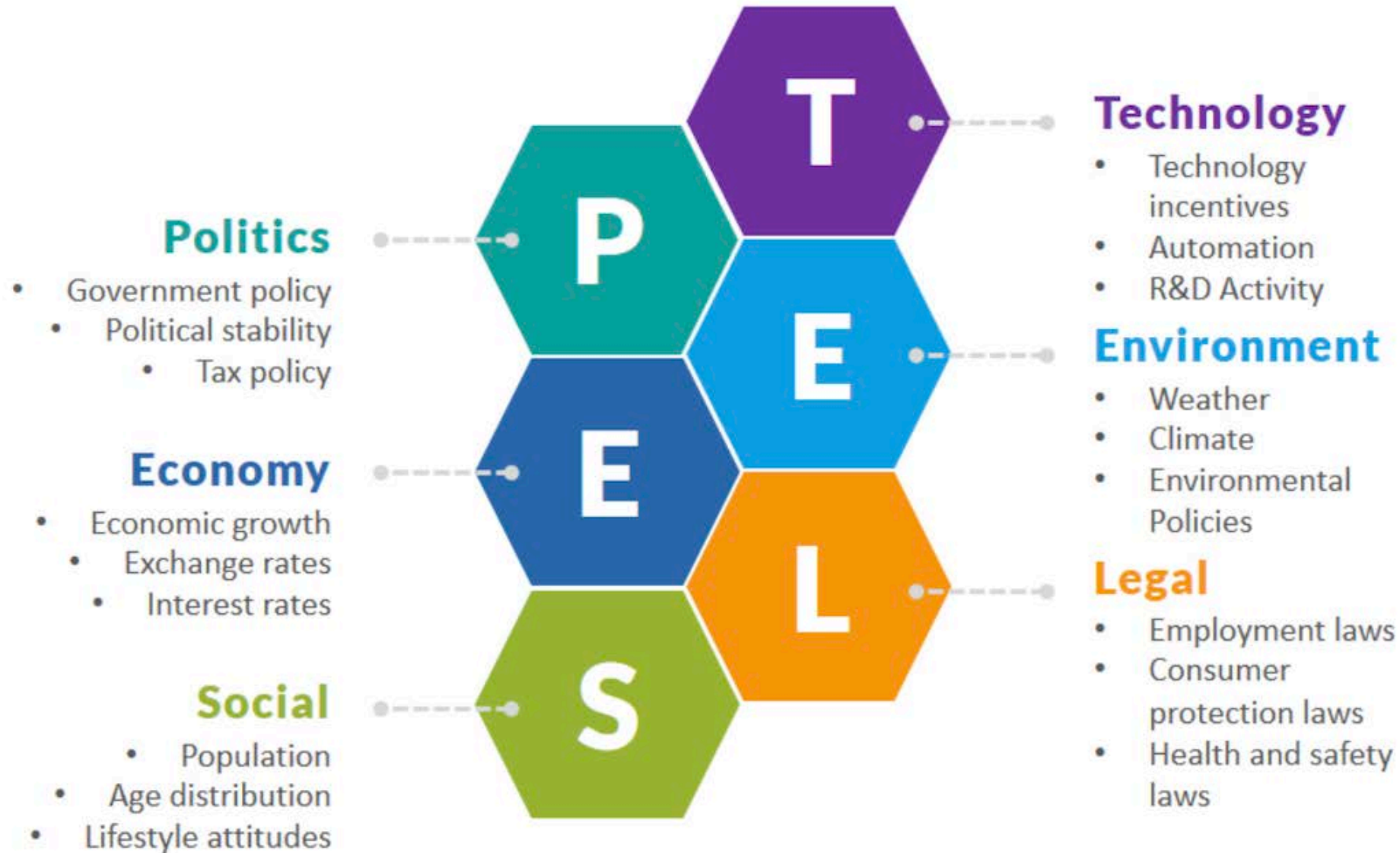


The macro-environment encompasses the broad environmental context in which a company's industry is situated that includes strategically relevant components over which the firm has no direct control.

PESTEL analysis focuses on the six principal components of strategic significance in the macro-environment.

- **Political factors**
- **Economic conditions (local to worldwide)**
- **Sociocultural forces**
- **Technological factors**
- **Environmental factors (the natural environment)**
- **Legal and regulatory conditions**

PESTEL ANALYSIS TEMPLATE



PESTLE

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ENVIROMENTAL

- _____
- _____
- _____

POLITICAL

- _____
- _____
- _____

LEGAL

- _____
- _____
- _____

THE ORGANIZATION

ECONOMIC

- _____
- _____
- _____

TECHNOLOGICAL

- _____
- _____
- _____

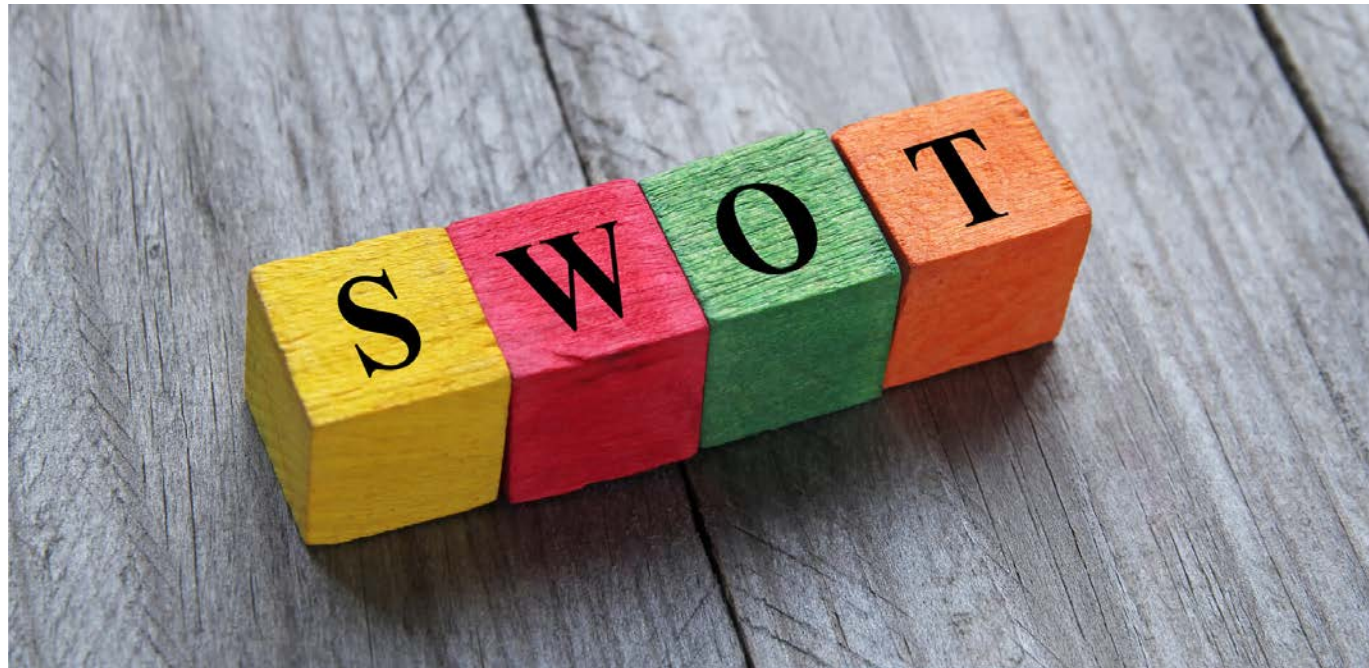
SOCIO DEMOGRAPHIC

- _____
- _____
- _____

3. Road Map for Future Success

Where are we now?

SWOT Analysis



Pre: looking at what is happening internally and externally to determine how you need to **shift or change.**

Post: evaluate the **efficacy** of your road map.

SWOT analysis is a situational assessment or situational analysis of an organization.

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**



How to Do a SWOT Analysis



SWOT Analysis

Strengths

Your advantages

Weaknesses


Areas for improvement

Opportunities

Situations to apply your advantages

Threats

Where you are at risk



Success...

Homework...

- History
- What, How, & Why
- Environmental Scan
- SWOT Analysis



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Takeaway...



thank you!