Developing a Road Map for Future Success

THURSDAY, FEBRUARY 2ND, 12PM – 1:00PM | FACILITATOR: Hugh Wesley Carrington, Ph.D.

NonProfit HelpDesk

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

www.nphd.org

Three-Part Series...

Session One
✔☐ **Where are we now?**

Session Two
✔☐ **Where are we going?**

Session Three
- How are we going to get there?

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

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Do you want to be successful?

What is your
plan
–road map–
for future
success?

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

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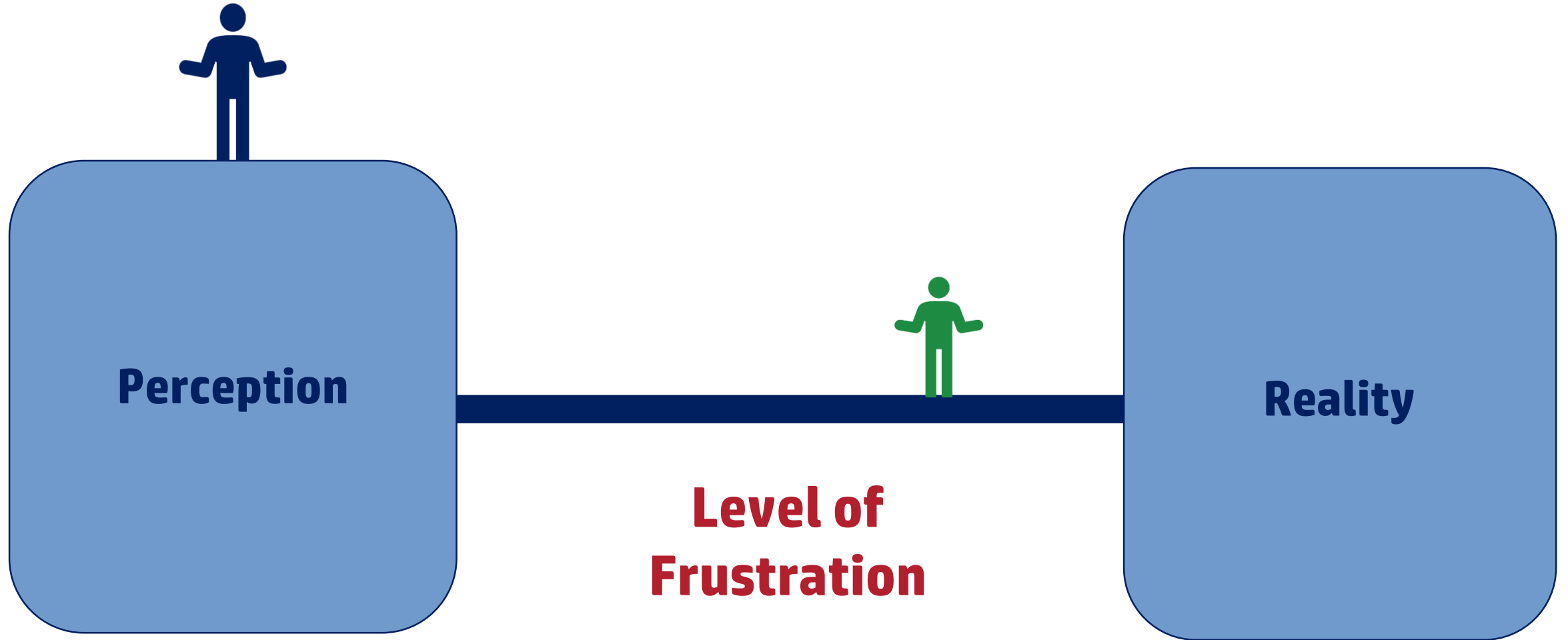# Homework... are, going

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

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One of the biggest mistakes we make in determining where we are now...

Being unrealistic...

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Where are we going? Priorities

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS

Success...

Are we there yet?

Session Three
- How are we going to get there?

Armed with the **ranked list** of strengths, weaknesses, opportunities, and threats, it is time to convert the SWOT analysis and TOWS Matrix into your **road map** for success.

Priorities...

GOST Model

STRENGTHS

- What do you do well?

- What do you want to build on?

- **Large donor base**

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Grow our donor base…

➤ **Goal**

➤ **Objectives**

➤ **Strategies**

➤ **Tactics**

The GOST Framework

Goal — What, General
Objective — What, Specific
Strategy — How, General
Tactic — How, Specific

GOST FRAMEWORK

WEAKNESSES

- What can you do better?

- What do you want to shore up?

- **Confusing intake systems**

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Streamline our intake systems...

➢ **Goal**

➢ **Objectives**

➢ **Strategies**

➢ **Tactics**

The GOST Framework

Goal	Objective
What — General	What — Specific

GOST FRAMEWORK

Strategy	Tactic
How — General	How — Specific

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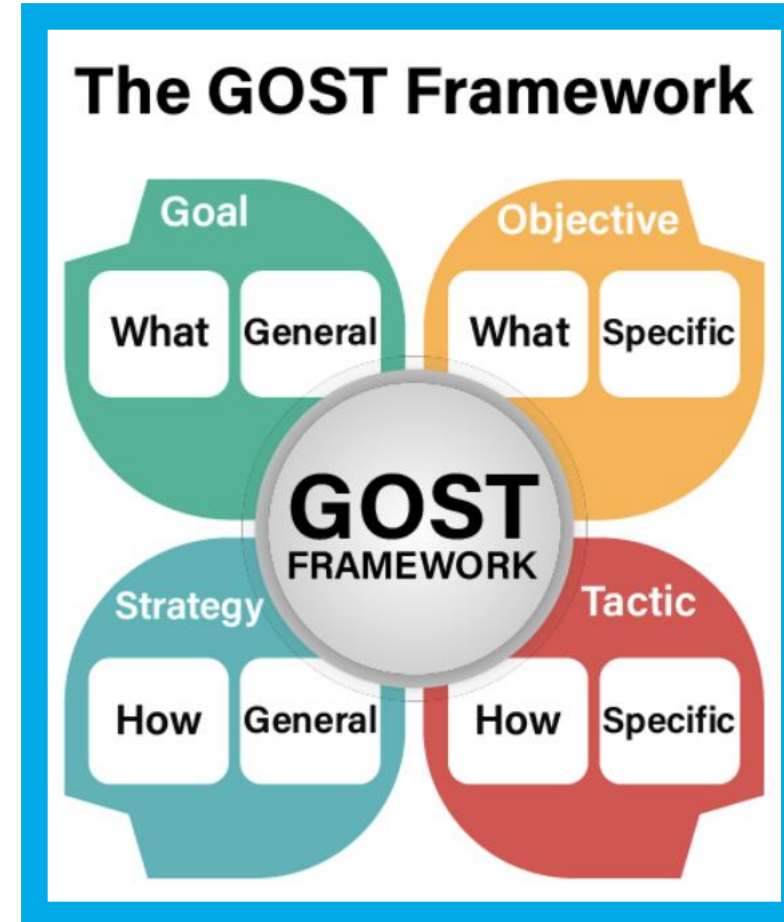OF GREATER CONEY ISLAND

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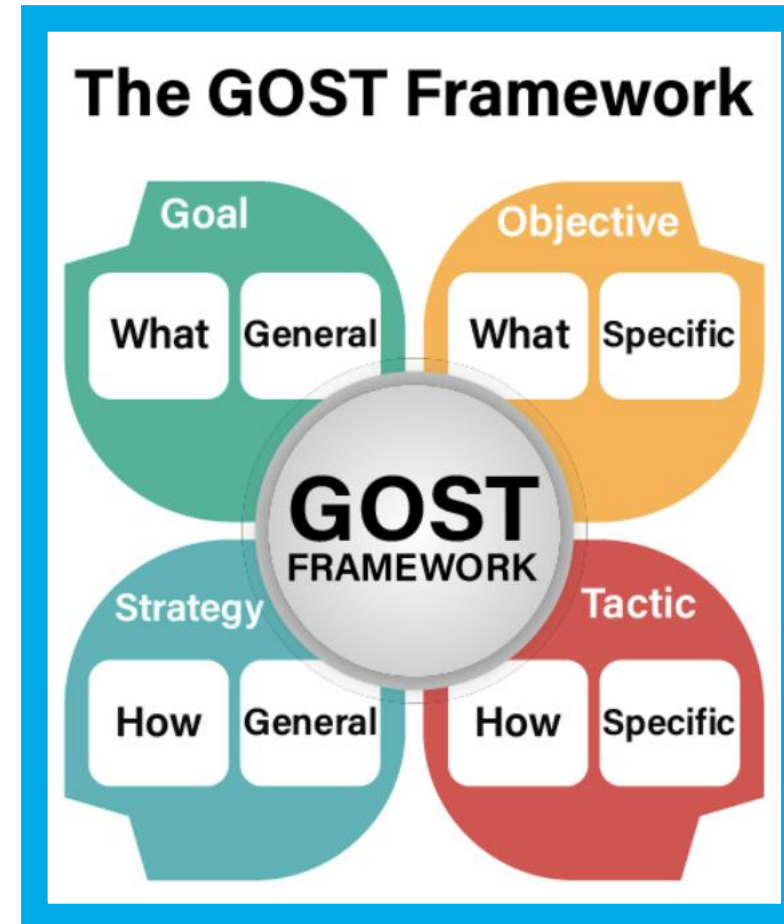
OPPORTUNITIES

- What trends could you take advantage of?

- What do you want to capitalize on?

- **Need for new services**

Add new services & clients...

➤ **Goal**

➤ **Objectives**
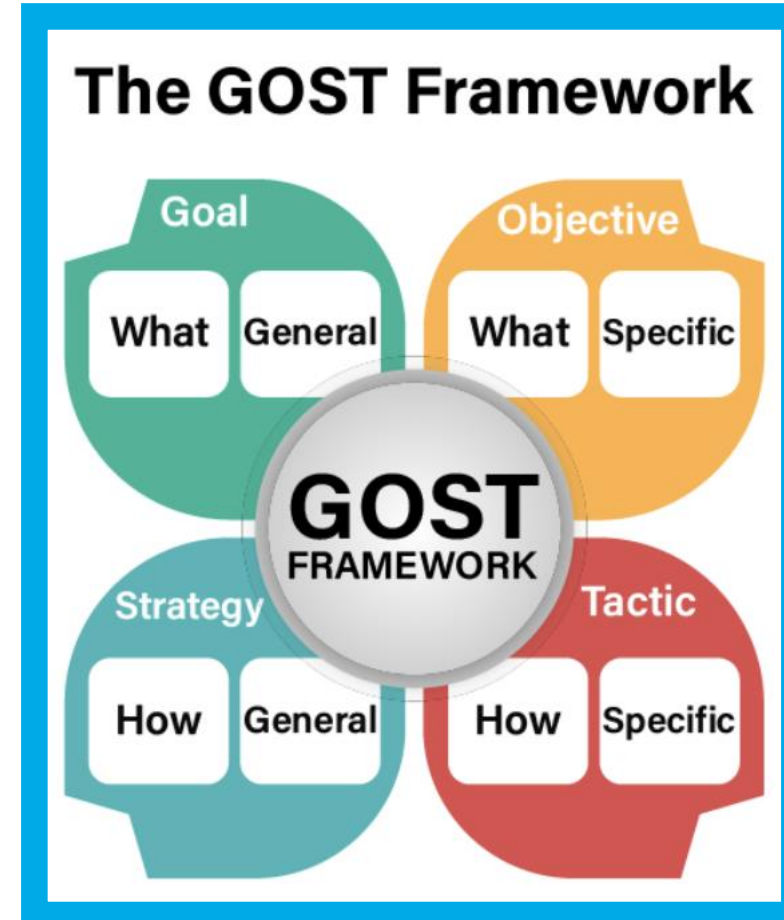
➤ **Strategies**

➤ **Tactics**

The GOST Framework

Goal — What / General
Objective — What / Specific
Strategy — How / General
Tactic — How / Specific

THREATS

- Where are you vulnerable?

- What do you want to mitigate?

- **Negative customer (client) experience**

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Improve customer (client) experience...

➤ **Goal**

➤ **Objectives**

➤ **Strategies**

➤ **Tactics**

The GOST Framework

Homework...

— **History**

— **What, How, & Why**

— **Environmental Scan**

— **SWOT Analysis**

— **Set Priorities**

— **GOST Model**

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How well an organization **performs** is directly attributable to the **caliber** of its road map and the proficiency with which the elements are **executed**.

Measure your performance!

Where have we been?

Session One
- Where are we now?

Session Two
- Where are we going?

Session Three
- How are we going to get there?

Did we get there?

Takeaway...