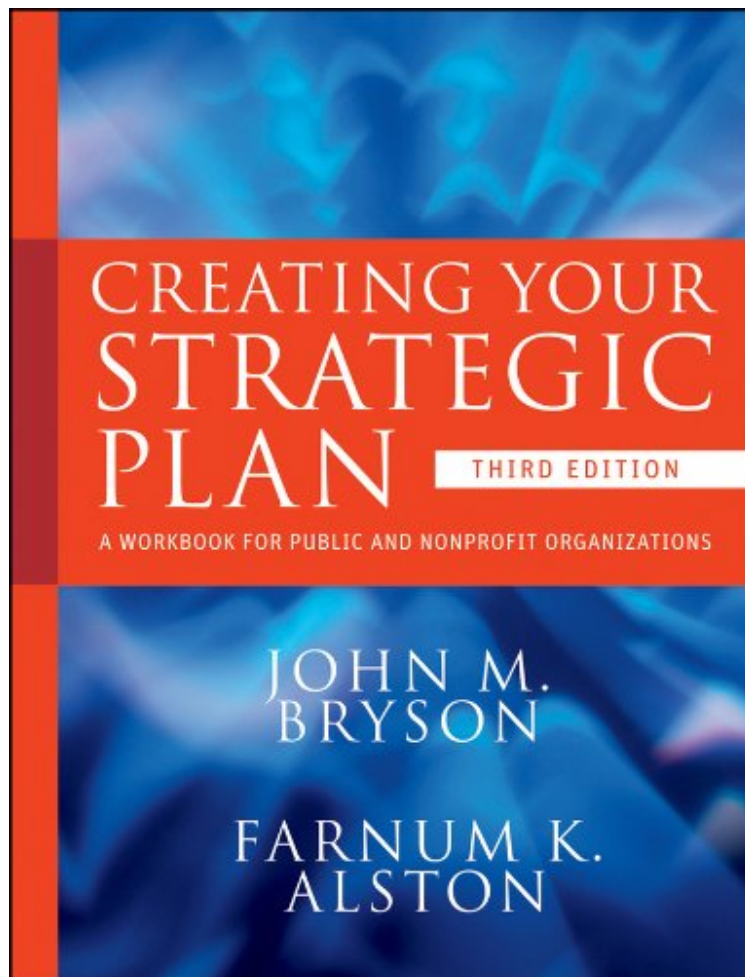


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Creating Your Strategic Plan: A Workbook for Public and Nonprofit Organizations (Bryson on Strategic Planning)

John M. Bryson, Farnum K. Alston
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John M. Bryson, Farnum K. Alston : Creating Your Strategic Plan: A Workbook for Public and Nonprofit Organizations (Bryson on Strategic Planning) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Creating Your Strategic Plan: A Workbook for Public and Nonprofit Organizations (Bryson on Strategic Planning):

3 of 3 people found the following review helpful. Strategic Planning book for intense strategic planners By Kathy Tippin I bought this book to follow along with what my daughter is studying in college for her masters in non-profit. For a novice in the field of strategic planning I found it somewhat difficult to understand. I also borrowed the text book from a friend who has been through the program. It reads like a book written by college professors letting you know they are smart...which they probably are...but hard for the non-profit director who is a novice in strategic

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Creating and Implementing Your Strategic Plan is the companion workbook to Bryson's landmark book, Strategic Planning for Public and Nonprofit Organizations, a step-by-step guide to putting strategic planning into effect. Using revised, easy-to-understand worksheets, the authors provide clear instructions for creating a strategic plan tailored to the needs of the individual organization. With more material on stakeholder analysis, visioning, strategic issue identification, and implementation, this new edition is the best resource for taking leaders, managers, and students through every step of the strategic planning process.

From the Back Cover Creating Your Strategic Plan is the best-selling companion workbook to Bryson's landmark book, Strategic Planning for Public and Nonprofit Organizations. Whether used with the main text or by itself, this thoroughly revised third edition provides a step-by-step guide to putting strategic planning to work in public and nonprofit organizations. The workbook contains new and revised worksheets and additional material on readiness assessment, teamwork, stakeholder analysis, visioning, strategic issue identification, and implementation. Creating Your Strategic Plan covers each of the ten key steps of the strategic planning process and each step description includes sections on purpose and possible desired planning outcomes. The authors provide clear instructions for creating a strategic plan tailored to the needs of the individual organization. The workbook features practical advice to help readers: Refine mission and values Assess the internal and external environment Identify and frame strategic issues Formulate strategies to manage the issues Create, review, and adopt the strategic plan Assess the process From setting up the meeting room, to establishing a vision of the future, this indispensable workbook will take readers through every step of the strategic planning process. About the Author John M. Bryson is the McKnight Presidential Professor of Planning and Public Affairs in the Hubert H. Humphrey School of Public Affairs at the University of Minnesota. He is a fellow of the National Academy of Public Administration and in 2011 received the Dwight Waldo Award from the American Society for Public Administration for "outstanding contributions to the professional literature of public administration over an extended scholarly career." He consults widely on strategic management with public, nonprofit, and business organizations in the United States and abroad. Farnum K. Alston is the founder of The Crescent Company and has worked on hundreds of strategic planning projects for public, business, and nonprofit organizations.