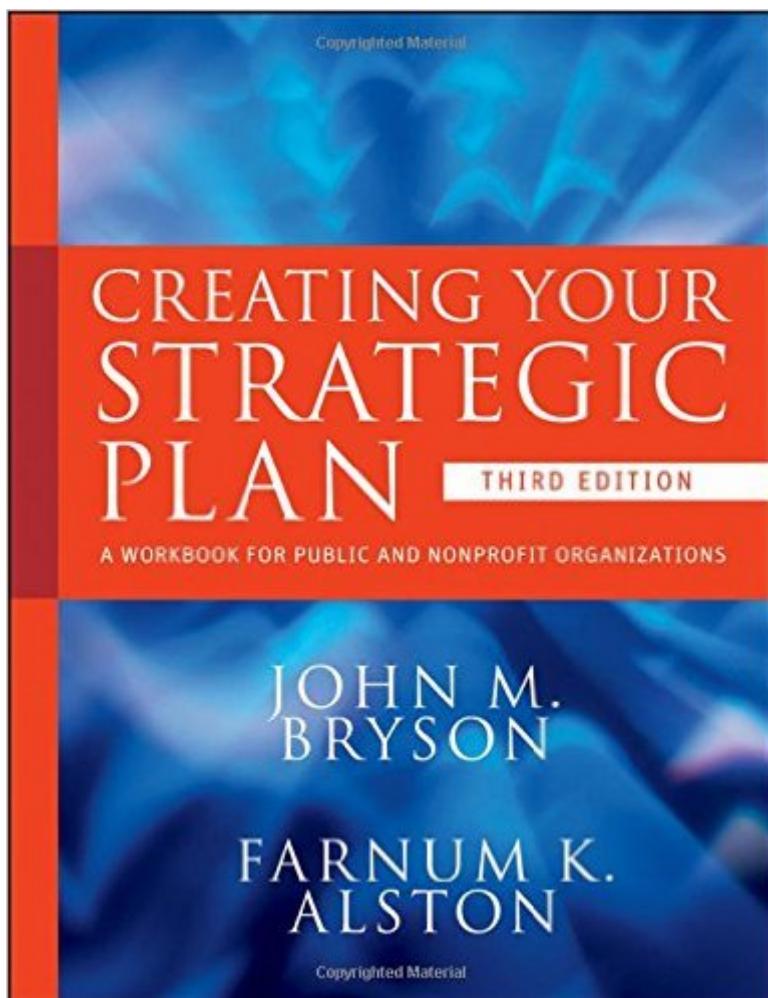


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# Creating Your Strategic Plan: A Workbook For Public And Nonprofit Organizations



## **Synopsis**

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.

## **Book Information**

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## **Customer Reviews**

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 planning to understand. I wish it had been written in plainer English so I could apply this knowledge more directly to my work for a non-profit organization.

This book is a great resource for implementing strategic planning. It combines explanatory content, forms and work sheets, and good resources for actually implementing the steps. I am teaching

Strategic Planning in a college course and am using several things from this book.

This is a great resource and just what I was looking for. The information contained in this book is easy to follow. I can't wait to use this with a client.

I will never buy a digital workbook again. I can't print the pages to turn them in for my grad class. I can't cut and paste them because I quickly exceeded the copying limit. I am forced to typed each worksheet in order to do my assignments. Any ideas how to work around this problem?

This work is just what I've been looking for. It gives great guidance to those who wish to learn more clearly the nuances of strategic planning and how to accomplish it more effectively.

Purchased for a grad school class. Worksheets are distorted and difficult to follow on the kindle version.

I took a course in Strategic Planning in college 20 years ago and there were a lot of references to Bryson back then. This is a great revision and summary of the latest formulas and strategies. Folks with little or no background can pick it up pretty easily.

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