

Strategic Planning Templates and Tools

To make it as smooth as possible to kick-start your strategic planning, here are tools you can copy and adapt at each stage of the process. You can download the editable version by clicking [here](#).

Creation tools

Goal-setting template

Priority area	
Goal title	
Description	
Responsible person	
Supporting team	
Deadline	
Success indicator	What does success look like, in numbers or outcomes?

Make every goal S.M.A.R.T. by checking it against these prompts:

- Specific: what exactly will be done?
- Measurable: how will success be measured?
- Achievable: why is this realistic?
- Relevant: how does this support the strategy?
- Time-bound: what is the deadline?

Key actions

Break each goal into the concrete actions needed to reach it, for example:

- Action 1
- Action 2
- Action 3

Evaluation tools

Progress tracking template

Goal	Responsible	Status	Notes
Goal 1	VP AA	Not started/in progress/done	Updates
Goal 2	VP MKT	In progress	Issues/progress

Annual report template

Goal title	
Responsible area(s)	
Results	Was the goal achieved? ☐ Yes ☐ Partially ☐ No
Outcome	Description of what actually happened.
Analysis	What worked well? What did not work? Why?
Lessons learned	What should be repeated? What should be improved?
Recommendation for next board	Continue / Adapt / Stop

Example: Strategic Plan

You can use this skeleton as the structure for your own full strategic plan. You can also see the structure of ELSA International's Strategic Plan [here](#).

ELSA (Group Name) – Strategic Plan (Year-Year)

Vision

Describe what you want your Group to become in the long term.

Example: “To be the leading law student organisation at our university, known for high-quality academic activities and strong member engagement.”

Strategic Goals

Goal 1: e.g. Human Resources. Increase active engagement from officers.

- Operative goal A: ...
- Operative goal B: ...
- Operative goal C: ...

Goal 2: (area). (Description of the goal.)

- Operative goal A: ...
- Operative goal B: ...

Add as many strategic goals as your Group needs, each with its own operative goals underneath. Keep the plan broad; the detail belongs in your implementation handbook and OYOP.