****

Business Name

**Roadmap for   
Business Resilience**

Strategic Plan Template 20xx – 20xx



# Introduction

Describe your organization e.g. geographic location, what you do, your key stakeholders, client base/demographics etc.

# GOVERNANCE

Describe your governance arrangements e.g. legal status, how many people on your Board, skills.

# FUNDING

Outline how your organization is funded.

# STRATEGIC PLAN

## Vision

Outline your vision.

## Mission

Outline your mission.

## Purpose

Outline your purpose.

## Values

Outline your values.

## Overview / demographic

Outline the people you serve e.g. demographic.

## Operations

Outline your products and/or services.

## Marketing Strategy

### Target Market

Outline your target market segments.

### Promotion and Advertising

Outline your primary methods to promote/advertise your products & services.

### Pricing

Outline your pricing approach.

## Operational Administration and Management

### Board

Outline your governance arrangements e.g. Board Members, roles and responsibilities.

### Executive

Outline your Executive arrangements e.g. CEO, Executive Team, key staff members.

## Financial Strategy

Outline your high-level financial strategy.

## Financial Projections

Outline any financial projections.

## Current issues affecting the organization, its community and board

### Issues

Outline any issues affecting your organization that can be a barrier.

### Marketing and Communication

Outline your marketing and communications approach.

### Human Resources

Outline existing human resources, additional requirements or capabilities to meet your objectives.

### Volunteers

Outline any volunteers used within your organization.

# swot

A SWOT analysis was also undertaken to identify the strengths, weaknesses,   
opportunities and threats of the organization.



# IDENTIFY strategiC PRIORITIES

### Strategic Priority 1: Insert Objectives

### Strategic Priority 2: Insert Objectives

### Strategic Priority 3: Insert Objectives

### Strategic Priority 4: Insert Objectives

### Strategic Priority 5: Insert Objectives

# strategic Action Plan 20xx – 20xx

The action plan below is based on the strategic priorities relevant to your organization. Below are common examples of these.

## FINANCE

### Insert Objectives

* x
* x
* x

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Action | Resources | Responsibility | Timeline | Measure |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## INFORMATION TECHNOLOGY

### Insert Objectives

* x
* x
* x

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Action | Resources | Responsibility | Timeline | Measure |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## OPERATIONAL EXCELLENCE

### Insert Objectives

* x
* x
* x

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Action | Resources | Responsibility | Timeline | Measure |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## PEOPLE EXPERIENCE

### Insert Objectives

* x
* x
* x

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Action | Resources | Responsibility | Timeline | Measure |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## CUSTOMER EXPERIENCE

### Insert Objectives

* x
* x
* x

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Action | Resources | Responsibility | Timeline | Measure |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

This information is general in nature and does not constitute legal, financial or personal advice. Before using this information, you should consider the appropriateness of it having regard to your own business objectives, needs and individual circumstances. While every care has been taken in preparing this document, Ecclesiastical Insurance Office plc and its subsidiaries make no representations and give no warranties of whatever nature in respect of the accuracy or completeness of the information contained therein.