

Strategic Plans that Actually Work

Building organizational and tactical roadmaps with staying power

Many organizations have been through a strategic planning process. They have gathered stakeholders, built consensus and produced a polished document. Then, six months later, the plan sits untouched while day-to-day demands take over. The problem is rarely a lack of ambition. It is a lack of structure, ownership and connection to operational reality. This session cuts through the noise to show you how to build strategic plans that move from paper to practice. Drawing on AOE's deep experience in strategic planning, association management, and member engagement, we walk through a proven framework for developing organizational or tactical plans that align with your mission, reflect stakeholder priorities, and translate directly into accountable action. You will learn how to set measurable goals, assign clear ownership, and build in the review checkpoints that keep momentum alive long after the planning retreat ends.

Whether you are refreshing a long-term organizational strategy or building a focused tactical plan for a specific initiative, this session gives you practical tools to make your next plan one your team will actually use.

LEARNING OBJECTIVES:

- Identify the most common reasons strategic plans fail to drive action and how to address them before the planning process begins.
- Apply a structured framework for developing organizational or tactical plans that connect mission, priorities, and measurable outcomes.
- Build stakeholder alignment and clear ownership into your planning process to sustain accountability beyond the initial launch.
- Establish review and adjustment mechanisms that keep your plan responsive to changing member needs and market conditions.

