

Statement Arts

WHAT WE'VE COMPLETED

Better Future Strategies (BFS) applied a phase-based approach to develop the 5-year strategic plan that reflects visions of the founder and board, achieving the mission of the organization. BFS designed six phases to develop Statement Arts' 5-year strategic plan, enabling Statement Arts to deliver intended impact while building capacity to support the growth of the organization. Each phase was designed with deliverable and success criteria based on the overall objective of the project. There was a checkpoint meeting with board and founder at the end of each phase to review the deliverable of that phase and discuss emerged challenges and issues.

Phase 1

Scope: Create Fundraising Plan

Deliverable and Success Criteria:

BFS delivered a project plan which was approved by the founder and board

Phase 2

Scope: Refine mission, vision, and values

Deliverable and Success Criteria:

BFS updated the current mission and vision statements and defined new values statements. These statements were approved by the board.

Phase 3

Scope: Conduct external environmental scan and benchmarking analysis

Deliverable and Success Criteria:

BFS delivered and approved an environmental scan report which was approved by the founder and board. The report included key strategic dimensions based on the findings of the scan.

Phase 4

Scope: Identify current landscape through SWOT (Strengthens, Weaknesses, Opportunities and Threats) analysis

Deliverable and Success Criteria:

BFS generated a SWOT analysis report which was approved by the board. The analysis report included current resource availability and capacity to help identify resource implications of strategic goals.

Phase 5

Scope: Draft strategic plan

Deliverable and Success Criteria:

BFS drafted a 5-year strategic plan which was reviewed by the founder. The review process was iterative working with the board and founder to ensure their feedback was fully incorporated before it was finalized.

Phase 6

Scope: Finalize strategic plan

Deliverable and Success Criteria:

BFS delivered a finalized 5-year Strategic Plan which was approved by the board and founder.