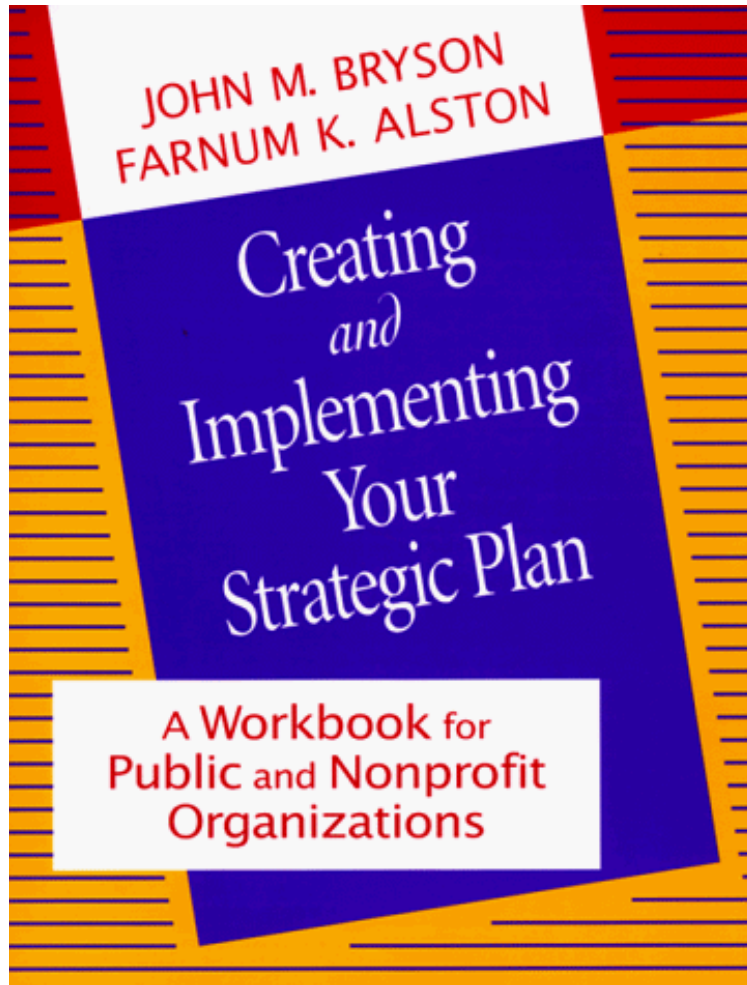


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## Creating and Implementing Your Strategic Plan: A Workbook for Public and Nonprofit Organizations (Bryson on Strategic Planning)

*John M. Bryson, Farnum K. Alston*

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**John M. Bryson, Farnum K. Alston : Creating and Implementing Your Strategic Plan: A Workbook for Public and Nonprofit Organizations (Bryson on Strategic Planning)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Creating and Implementing Your Strategic Plan: A Workbook for Public and Nonprofit Organizations (Bryson on Strategic Planning):

0 of 0 people found the following review helpful. Five StarsBy Tere H.Arrived as promised!16 of 45 people found the following review helpful. Excellent companion to the main book!By A CustomerChockablock full of charts, checklists, tips and tricks for the practitioner in mind. Use this along with the main text and get ahead!

An updated companion to *Strategic Planning for Public and Nonprofit Organizations*, *Creating and Implementing Your Strategic Plan* is a step-by-step guide to strategic planning. This second edition is filled with useful tools, including illustrative examples, detailed questionnaires, and easy-to-understand worksheets. It takes users through every step of creating a tailored strategic plan, from concrete guidelines for brainstorming sessions, to developing show cards, to outlining a workshop equipment checklist.

"*Creating and Implementing Your Strategic Plan* teaches how to become a strategic organization. It begins by carefully defining what a strategic plan is, what it is not, what it can and can't do, and interestingly enough, when it shouldn't be attempted. You don't 'read' *Creating and Implementing Your Strategic Plan*, you 'participate' in it. Creative exercises and thought-provoking worksheets lead the novice and the pro through a field-proven step-by-step approach to creating lasting strategic change in any organization." (Mark Baughman, deputy director, California Department of Forestry and Fire Protection)

**From the Inside Flap** This hands-on workbook is designed to be used as a companion to John M. Bryson's landmark book *Strategic Planning for Public and Nonprofit Organizations*, now available in a thoroughly revised and updated second edition. *Creating and Implementing Your Strategic Plan* provides a step-by-step guide to conducting strategic planning in public and nonprofit organizations. The book is filled with illustrative examples and detailed questionnaires that take the reader through each phase of the planning process. Using easy-to-understand worksheets, Bryson and Alston provide clear instructions for creating a strategic plan tailored to the needs of the individual organization. In addition to the strategic planning worksheets the authors offer concrete guidelines for conducting brainstorming sessions and developing show cards as well as outlining a useful workshop equipment checklist. Using the *Creating and Implementing Your Strategic Plan* is a simple and easy way to heighten interest and broaden participation in strategic planning within any organization.

**From the Back Cover** An updated companion to John M. Bryson's *Strategic Planning for Public and Nonprofit Organizations*, this useful workbook is a step-by-step guide to conducting strategic planning in public and nonprofit organizations. The second edition is filled with useful tools, including illustrative examples, detailed questionnaires, and easy-to-understand worksheets. It takes users through every step of creating a tailored strategic plan, from concrete guidelines for brainstorming sessions, to developing snow cards, to outlining a workshop equipment checklist.