

CDFI STRATEGIC PLANNING

Purpose: Strategic Planning is a process that allows an organization to step back and thoughtfully review where it's been, identify where it would like to go, and define a path forward. In short, a strategic plan will lay out an aspirational, yet achievable, blueprint for growth, impact, and sustainability. For growth-oriented CDFIs, the path forward almost always encompasses most or all of the following strategic imperatives:

- Increase loan deployment;
- Expand impact in underserved communities;
- Improve financial health;
- Diversify resource base; and
- Enhance operational excellence.

As your consultants, our role is to expertly guide you through a clearly defined process that focuses on your strategic priorities and vision.

Process: Over several months, we'll lead your team through five steps:

- 1) ORGANIZE** - During this first phase, we'll gather your strategic planning committee, organization information, and feedback from staff, the board, and stakeholders to lay the foundation for the rest of the engagement.
- 2) PREPARE** - We'll facilitate three mini-workshops with your strategic planning committee to review stakeholder feedback and prepare for the retreat.
- 3) CONVENE** - A one and half-day onsite where we guide your team through the development of a strategic framework draft which we'll put in your hands before we leave.
- 4) IMPLEMENT** - Once we have the strategic framework, our team will work with your staff in two, 2-hour Focused Implementation Workshops to put together a short-term implementation plan.
- 5) FINALIZE & CELEBRATE** - We'll go home and package your team's work up and deliver it to you in its final form!

Deliverable: We'll wrap up this engagement by delivering a Final Strategic Plan and Implementation Plan.

If you are interested in learning more about our strategic planning process, reach out to Jason at jasonj@friedmanassociates.net or [schedule a meeting](#).