


A blurred background of a desk with a laptop, a mug, and glasses. The scene is softly lit, suggesting an indoor office or study environment. The focus is on the foreground objects, which are slightly out of focus, creating a bokeh effect in the background.

Bite-Sized Learning: Ask Me Anything
Strategic Planning

N O R T H S P A N

Elissa Hansen, President & CEO



A private non-profit (c4), fee-based consulting group, created in 1985 with a 13-member Board of Directors.



VISION. Engage & Elevate

MISSION. To be expert navigators, transforming ideas into accomplishments.

Service Area

While our primary service area is northeast Minnesota and northwest Wisconsin, we work with clients and partners across the Upper Midwest.

We are not geographically bound; we build connections that bridge across boundaries and assist communities.

Consulting Services & Community Programs

Business Development

Organizational Development

Community Development

Programs Powered by Northspan

- Northland Connection
- NORTHFORCE
- Welcoming Community Programming
- Minnesota Opportunity Collaborative

NORTHSPAN

COMMUNITY BUSINESS ORGANIZATIONAL DEVELOPMENT

**PREFERRED
STRATEGIC PLANNING METHOD**

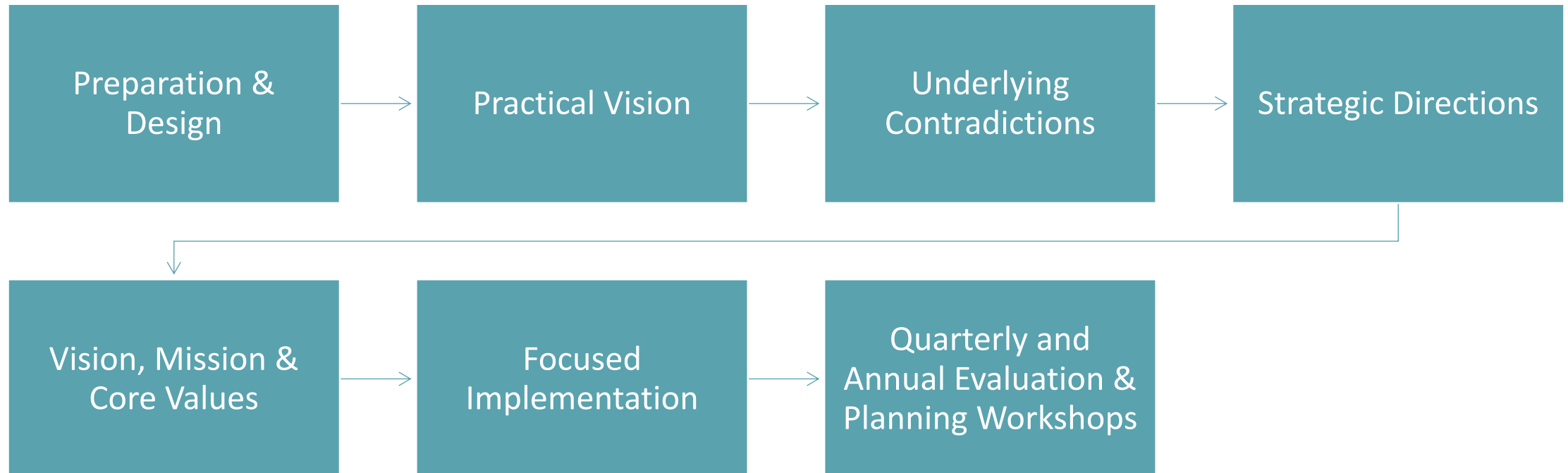
Embedded Methods

Focused
Conversations

Consensus
Workshops

Accelerated
Action
Planning

Seven phases (a la carte):



A top-down view of a kitchen counter. The counter is dark and speckled with flour. In the upper right, a glass sifter contains flour. Below it, three white eggs are arranged on a red and white checkered cloth. A wooden spatula with a ribbed head lies horizontally across the middle right. In the lower center, a metal whisk is partially visible. The text "Preparation & Design" is overlaid in white on the left side of the image.

Preparation & Design

What, Who, When, Where, How



Clarify strategic planning goals



Identify stakeholders to be engaged in the workshops



Organize & schedule workshops and check-in meetings when necessary



Obtain background information & related materials

Determine Level of Community Involvement

a. Community Informed

- Develop and survey/canvass community members

b. Community Involved

- Develop & host focus groups (e.g. up to 3, 2-hour focus groups)
- Develop & conduct key stakeholder focused conversations (e.g. up to 4, 2-hour focused conversations)

c. Community Engaged

- Involve community members directly in planning and decision making groups

Determine & Conduct Environmental Scan/Assessments (a la carte)

- Internal & External Analysis
- Demographic Analysis
- Economic Trend Analysis
- Economic Impact Analysis
- Feasibility Study
- Community-Informed Survey
- Strategy Committee, Board, & Staff Survey
- Stakeholders Interviews (reorg, succession, etc)
- Focus Group Listening Sessions
- Post-Strategic Directions Mini-Survey
- Wall of Wonder Historical Scan
- Wave Paradigm Inventory
- Strengths, Weaknesses, Opportunities, Threats (SWOT)
- Current Reality Assessment (Strengths, Weaknesses, Benefits, Dangers)
- Assess progress on previous Strategic Plan

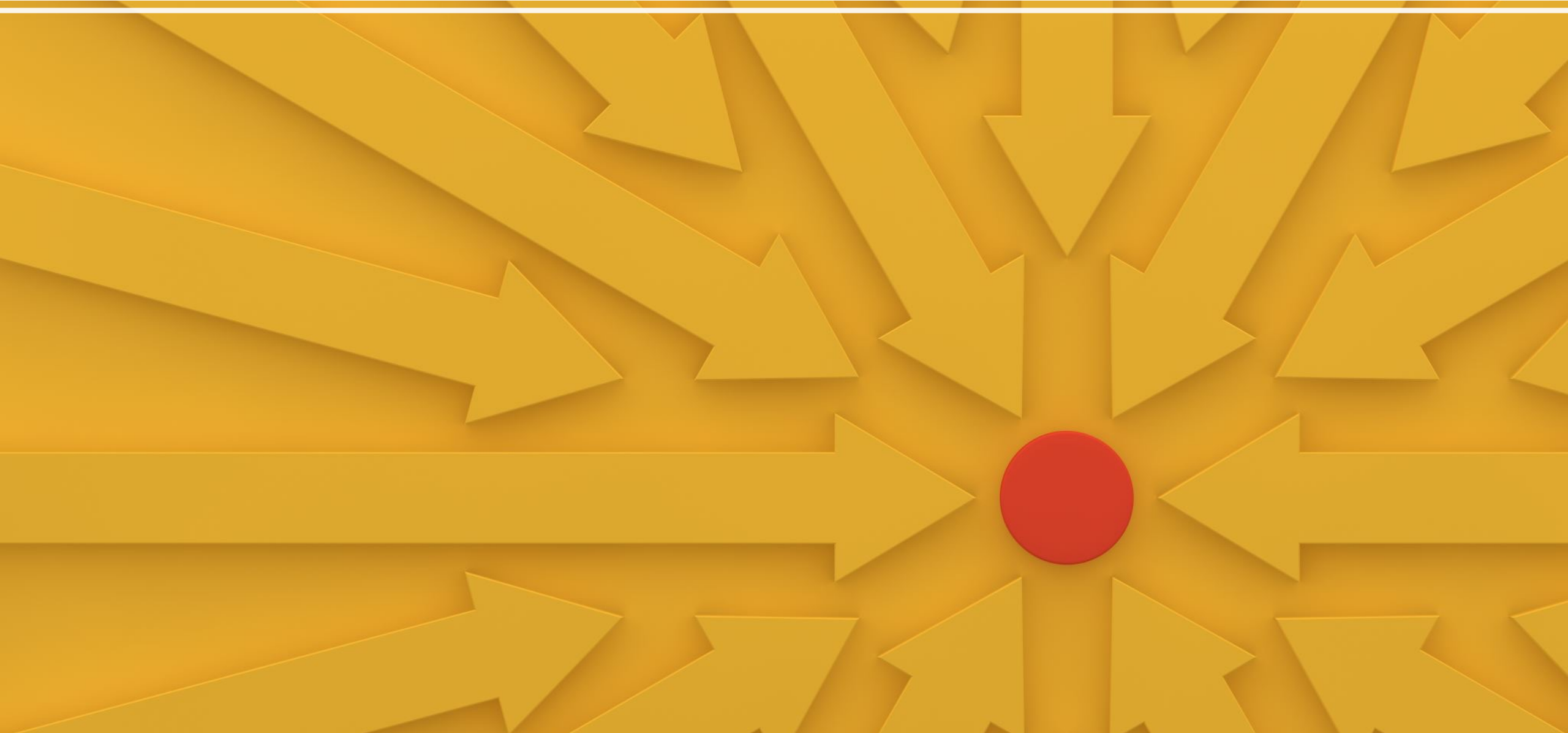
10 Workshops

1. Context Presentation & Practical Vision
2. Underlying Contradictions & Strategic Directions
3. Vision, Mission & Core Values
4. Focused Implementation Parts 1 - 3
5. Present Strategic Plan
6. Focused Implementation Part 4
7. Quarter 2 Planning
8. Quarter 3 Planning
9. Quarter 4 Planning
10. Annual & Quarter 1 Planning



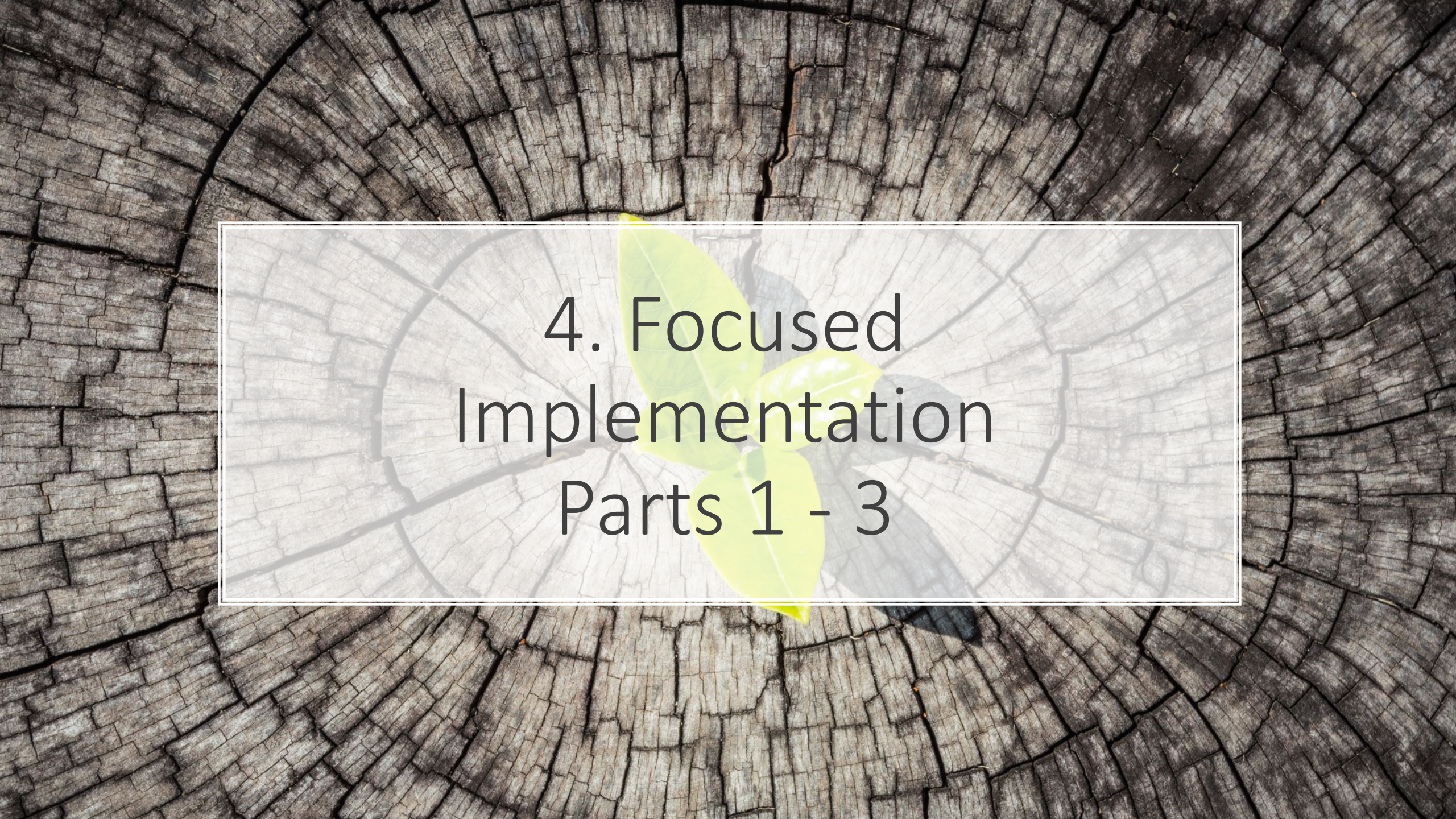
1. Context Presentation & Practical Vision

2. Underlying Contradictions & Strategic Directions



The background of the image is a blurred ECG (heart rate) monitor display. It features a grid of orange and red lines, with a black waveform tracing across it. A white rectangular box with a thin black border is centered on the page, containing the text.

3. Vision, Mission & Core Values



4. Focused
Implementation
Parts 1 - 3

5. Strategic Plan

- Draft
- Obtain Feedback (public process?)
- Finalize & Present

Recommended Continued Engagement

6. Focused Implementation
Part 4

7. Quarter 2 Planning

8. Quarter 3 Planning

9. Quarter 4 Planning

10. Annual & Quarter 1
Planning





Collaboration Required!



Ask me anything!

N O R T H S P A N

Thank you!