



Implementing and Sustaining Your Strategic Plan: A Workbook for Public and Nonprofit Organizations

John M. Bryson, Sharon Roe Anderson, Farnum K. Alston

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Based on John Bryson's acclaimed comprehensive approach to strategic planning, the "Implementing and Sustaining Your Strategic Plan" workbook provides a step-by-step process, tools, techniques, and worksheets to help successfully implement, manage, and troubleshoot an organization's strategy over the long haul.

This new and immensely practical workbook helps organizations work through the typical challenges of leading implementation for sustained change. It spotlights the importance of effective leadership for long-term successful strategic plan implementation. The authors include a wealth of tools designed to help with goal and objective setting, budgeting, stakeholder analysis, priority reconciliation, strategies in practice, special leadership roles, cultural changes, and more.

The workbook's conceptual framework, step-by-step process, and worksheets can be applied in a variety of ways. It can be used as a whole, or selected parts can be used by board members, boards of directors, senior management teams, implementation teams, and task forces on a regular basis throughout the process of sustained implementation. The workbook's individual worksheets, or combinations of worksheets, can be used as needed to address a variety of implementation-related tasks.

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