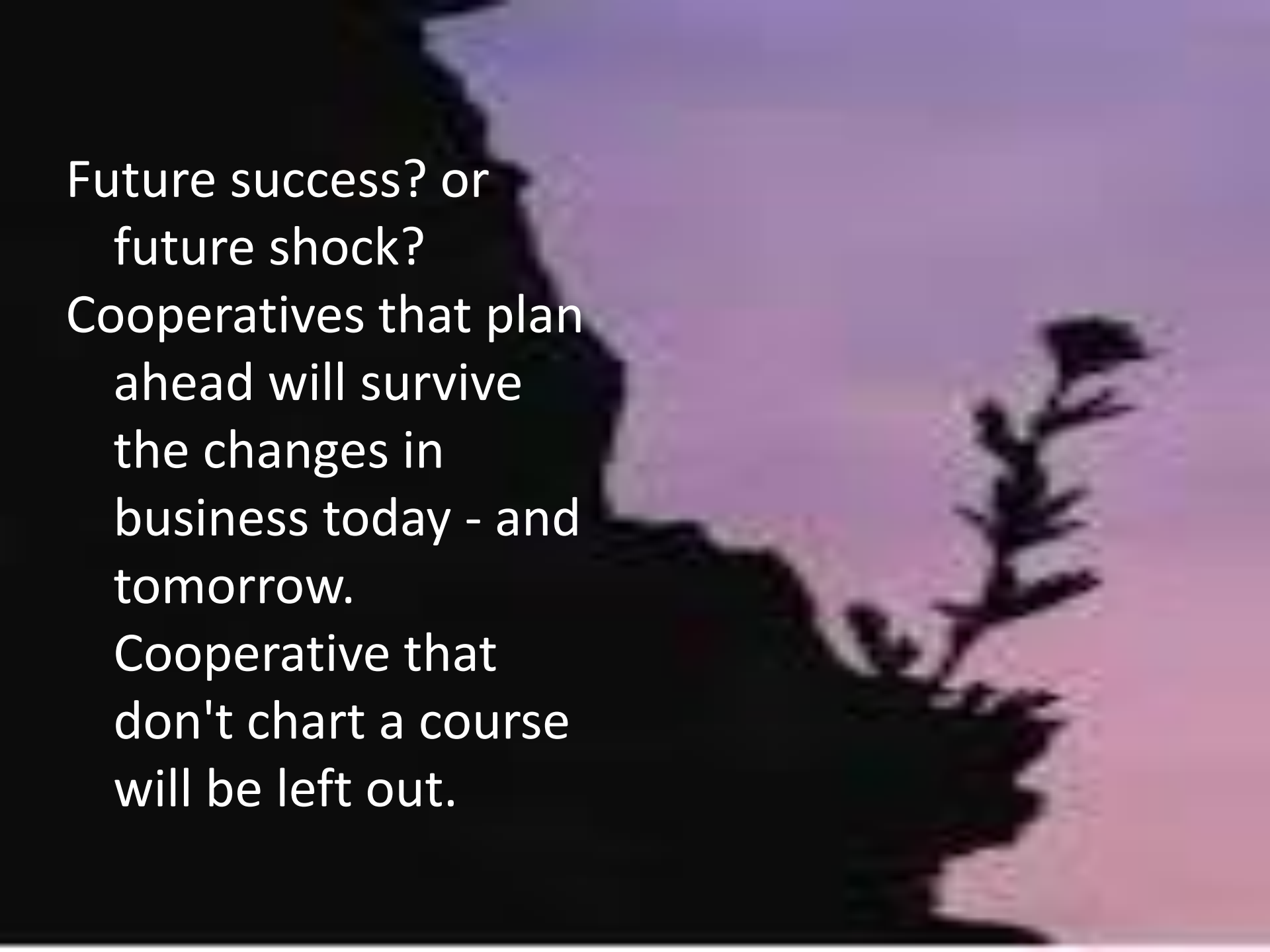


Strategic Planning



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A silhouette of a person's profile, facing right, is set against a background with a purple-to-pink gradient. The silhouette is dark and occupies the right side of the frame. The text is overlaid on the left side of the image.

Future success? or
future shock?

Cooperatives that plan
ahead will survive
the changes in
business today - and
tomorrow.

Cooperative that
don't chart a course
will be left out.

The next phase of
our journey starts
now. Together we
move forward!



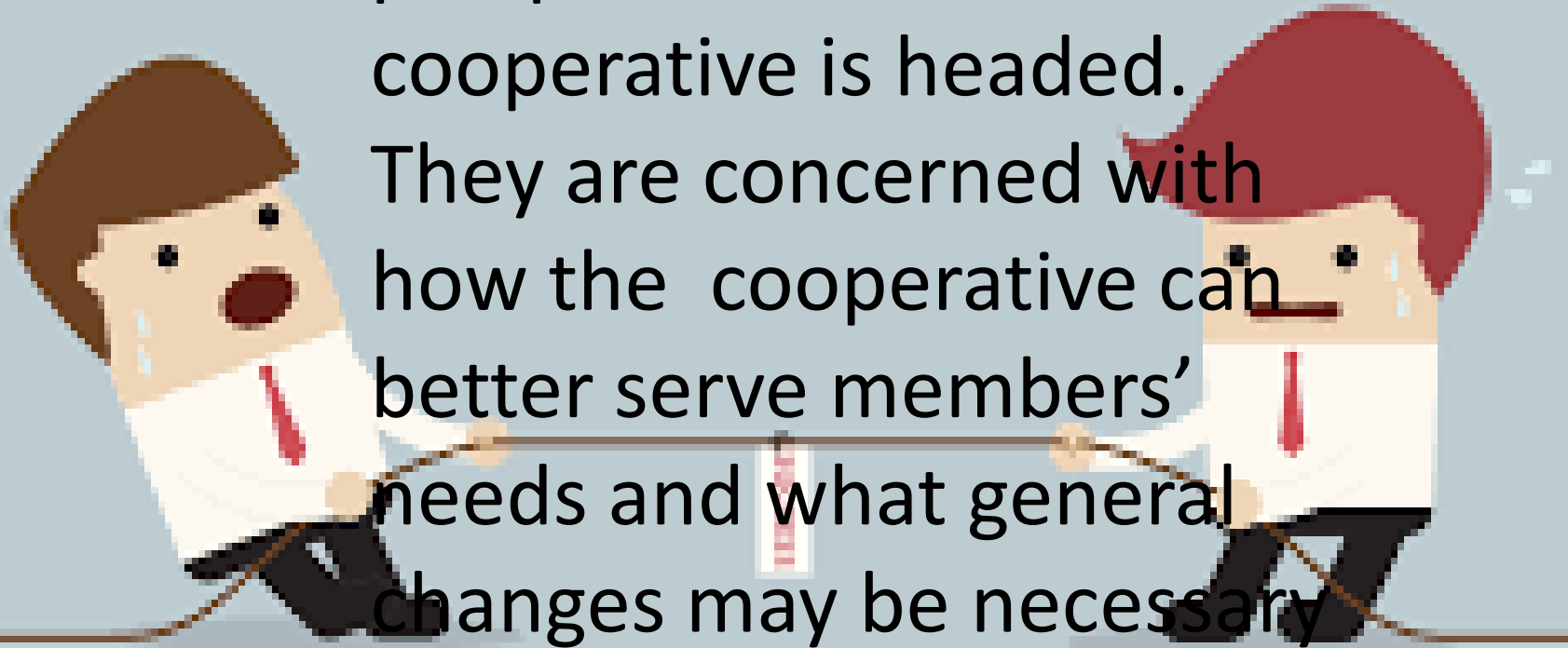
on the right path

Walking your way to success

The Board of Directors shall be responsible for strategic planning, direction, setting and policy formulation (Art 37, RA 9520)



Cooperative directors maintain a long-term perspective of where the cooperative is headed. They are concerned with how the cooperative can better serve members' needs and what general changes may be necessary in organizational and operating policies.





Financially sound, able to expand its services and sustain its operation

A photograph showing several people's hands raised and clasped together in a gesture of solidarity or support. The hands are of various skin tones, and the background is a blurred outdoor setting with greenery and a blue sky. The text "why cooperatives exist?" is overlaid in the center of the image.

why cooperatives
exist?

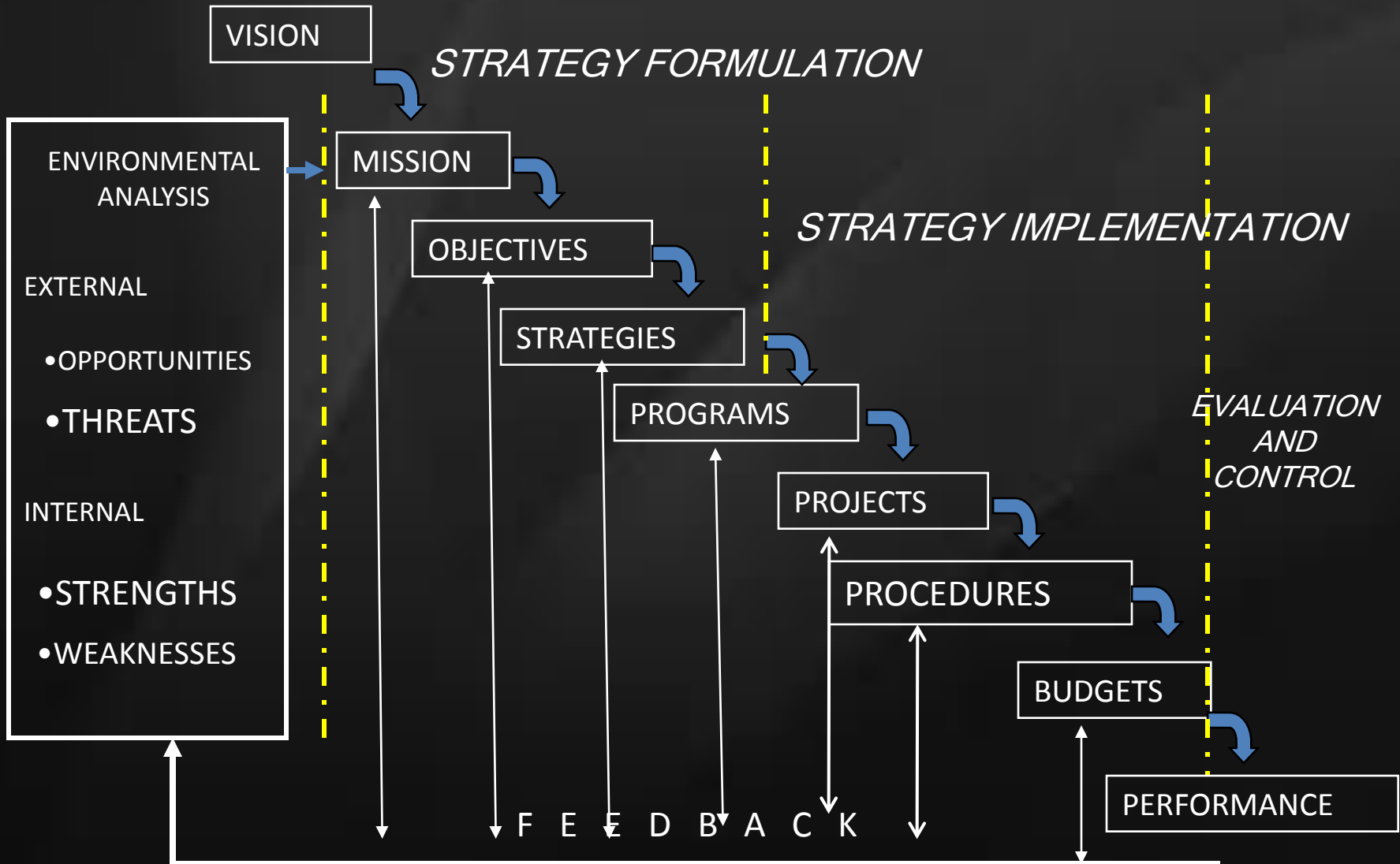
The goals of this cooperative is to help improve the quality of life of its members and in furtherance thereto shall aim

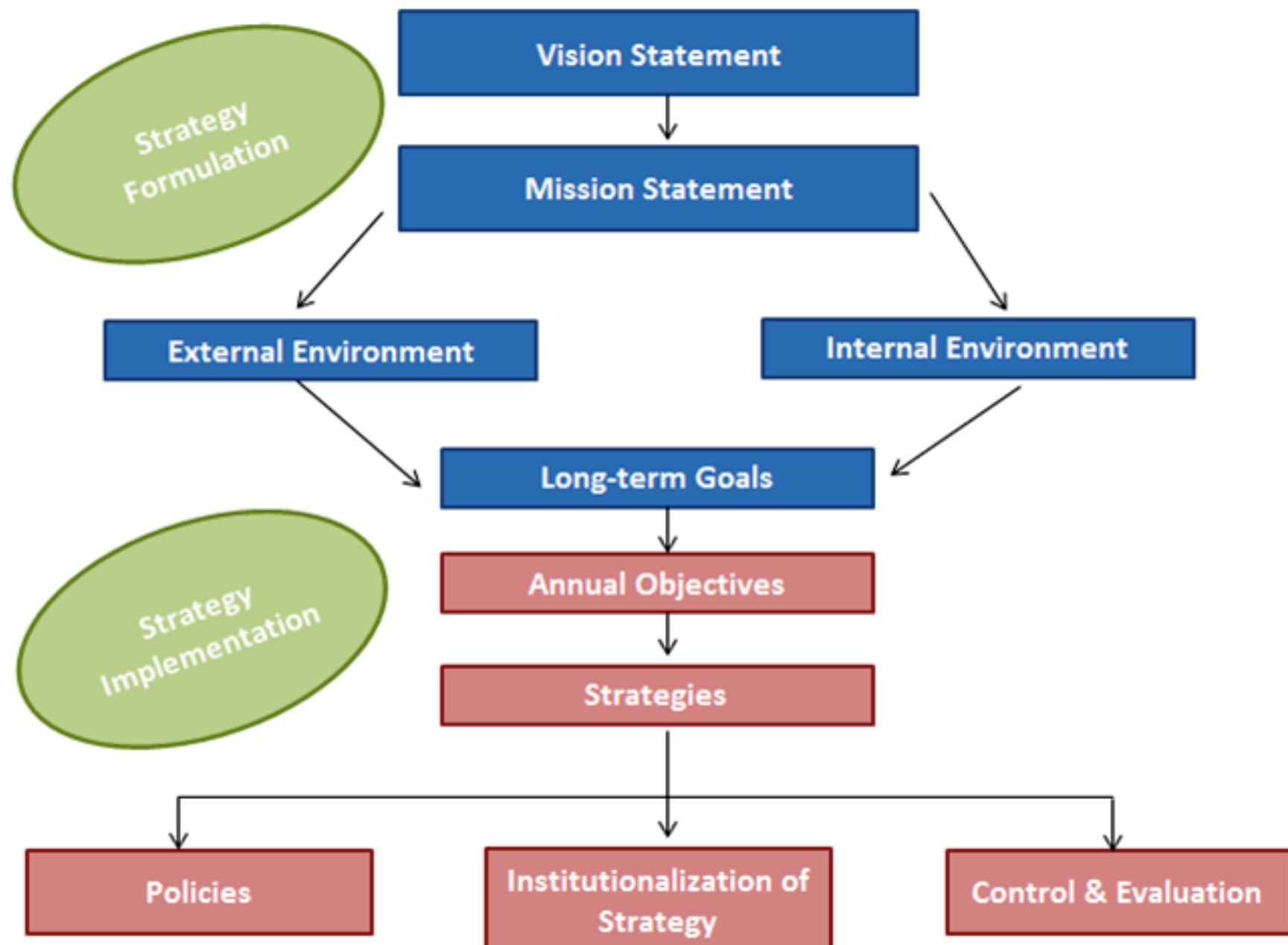
1. To attain increased income, savings, investments, productivity, and purchasing power, and promote among themselves equitable distribution of net surplus through maximum utilization of economies of scale, cost-sharing and risk-sharing;
2. To provide optimum social and economic benefits to its members;
3. To teach members efficient ways of doing things in a cooperative manner;

4. To propagate cooperative practices and new ideas in business and management;
5. To allow the lower income and less privileged groups to increase their ownership in the wealth of the nation;
6. To actively support the government, other cooperatives and people oriented organizations, both local and foreign, in promoting cooperatives as a practical means towards sustainable socio-economic development under a truly just and democratic society;

7. To institutionalize a dynamic savings mobilization and capital build-up schemes to sustain its developmental activities and long-term investments, thereby ensuring optimum economic benefits to the members, their families and the general public;
8. To implement policy guidelines that will ensure transparency, equitable access to its resources and services, and promote the interests of the members; and
9. To adopt such other plans as may help foster the welfare of the members, their families and the community.

Strategic Management Models





Review of The Strategic Plan Process



Gather Inputs

- From all Stakeholders
- Customer analysis
- Competitor analysis
- Industry analysis
- Environmental
- Company performance
- Company strategies

SWOT Analysis

- External Analysis
 - Opportunities
 - Threats
- Internal Analysis
 - Strengths
 - Weaknesses
- Strategic Questions
- Strategic Issues

Review Inputs

- All Stakeholders
- Review Inputs
- Review SWOT Analysis
- Define 3-4 key statements

Strategic Matrix

- All Stakeholders
- Define Strategies to address SWOT combinations:
 - Opportunities vs Strengths
 - Opportunities vs Weaknesses
 - Threats vs Strengths
 - Threats vs Weaknesses

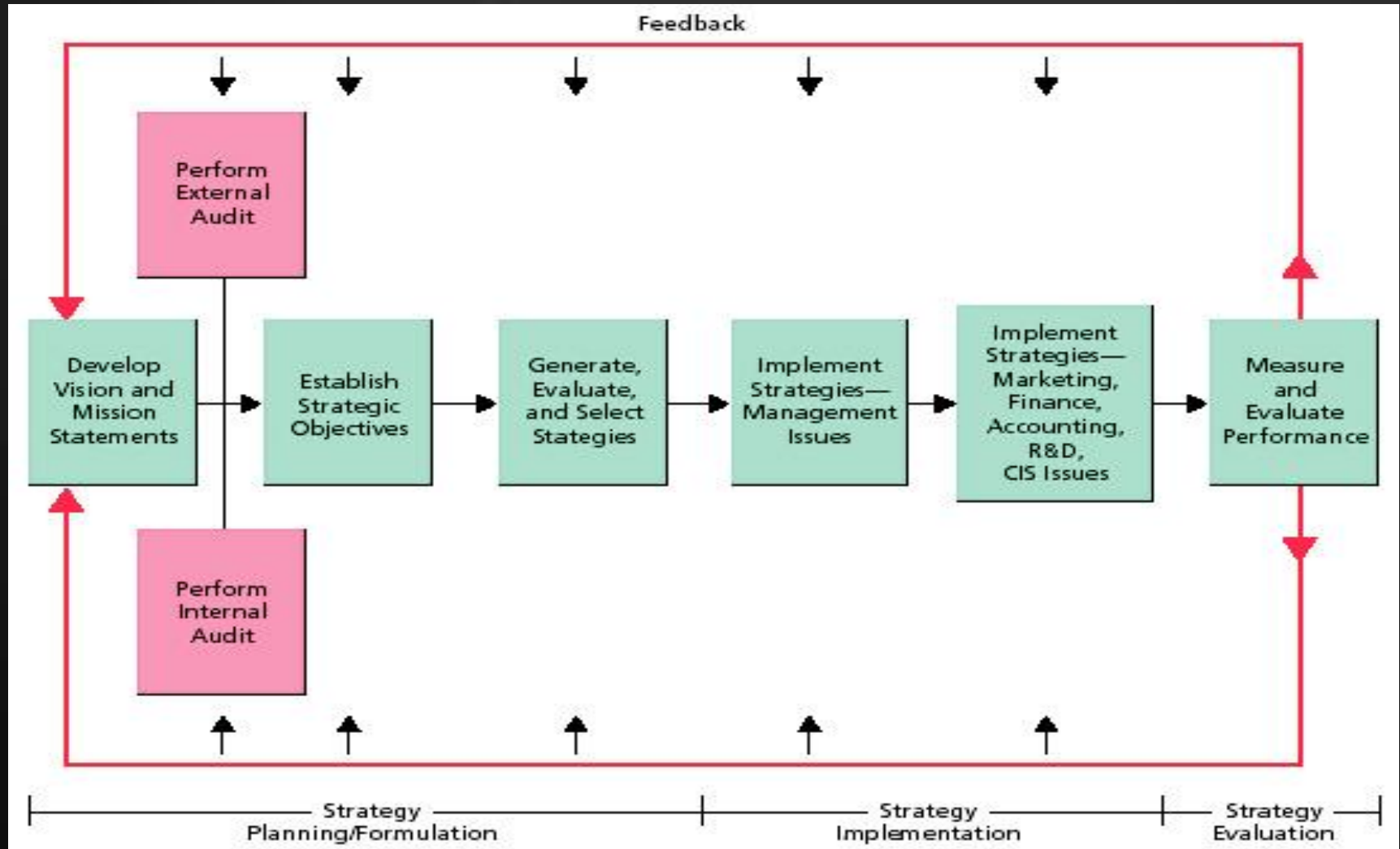
Define Strategies

- Objectives
- Key Strategies
- Short and Long Term Goals
- Operational Plans

Final Reviews

- All Stakeholders
- Review Strategies
- Review Goals
- Review Plans
- Adjust as necessary

A Comprehensive Strategic-Management Model



Strategic Planning Models

A hand in a dark suit jacket with a white shirt cuff and a black button is shown in the upper left, holding a black chess piece (a knight) and moving it across a wooden chessboard. The chessboard is filled with various pieces, including pawns, knights, and a king. The background is a plain, light-colored surface.

Goals-Based

Issues-Based

Organic

Scenario

Visioning

Most well-managed and long-lived organizations display the trait of visioning. For strategic planning, a vision is a picture of the cooperative's desired future. This **“picture”** should set the stage for where the organization wants to go in terms of its performance criteria, standards, and basic organizational values. Key factors will appeal to common values and positive outcomes.

Vision Statement

Narra MPC is likened to a narra tree, a symbol of strength and prosperity.



“ we envision ourselves to be the best, efficient and productive cooperative, dedicated and committed in bringing prosperity and positive transformation to its members and the community”.

Mission Statement

The mission statement briefly, in a sentence or two, identifies the basic purpose and desire of the cooperative. It makes a concise statement that can be used to make decisions about the cooperative's future. It answers four fundamental questions:

1. What does the cooperative do?
2. Who are its clients?
- 3 . Who are the members of the cooperative?
4. How does the cooperative conduct itself?

Mission Statement

The mission statement of the San Joaquin MPC are :

1. Utilize all resources efficiently and effectively and bring about more better services to members, and in turn, more extensive utilization of the cooperative's services by the members for better economic and social benefits;
2. Promote better social relationship between and among officers, staff, and members
3. Bring its services closer to the members for a stronger mutual trust that should expand membership and touch the lives of more people;
4. Motivate and encourage the development of technical and management capabilities of officers and employees through continuing education;
5. increase resources through continuous capital build up and savings mobilization;
6. Strengthen existing cooperative businesses and activities; and
7. Provide affordable and quality services to the members' satisfaction

Goals

Every cooperative has goals. But, without formal planning, these goals may not be written and consequently become vague or incorrectly perceived by directors, the manager, the employees, or, worse yet, the members. This results in a lack of clearly defined focus.

Planners are responsible for carefully written statements of goals, objectives, and activities. Goals need to be consistent with the identified needs of the strategic choices. The appropriateness of goal statements is a top priority in strategic planning.

A goal is a **long-term vision** of what the cooperative is striving to become. It is a target for medium- to long-range accomplishment.

Goals should describe what the cooperative wants to achieve, They should be bold and exciting and have a clear finish line.

Goals should challenge the organization but be attainable.

Finally goals must be ranked by priority.

Setting Goals

- Understandable
- Acceptable
- Flexible
- Measureable
- Inspirational
- Suitable
- Achievable
- SMART
Specific, Measurable, Attainable, Realistic, Time
phased

Guided by our vision and true to our mission, we aim to attain:



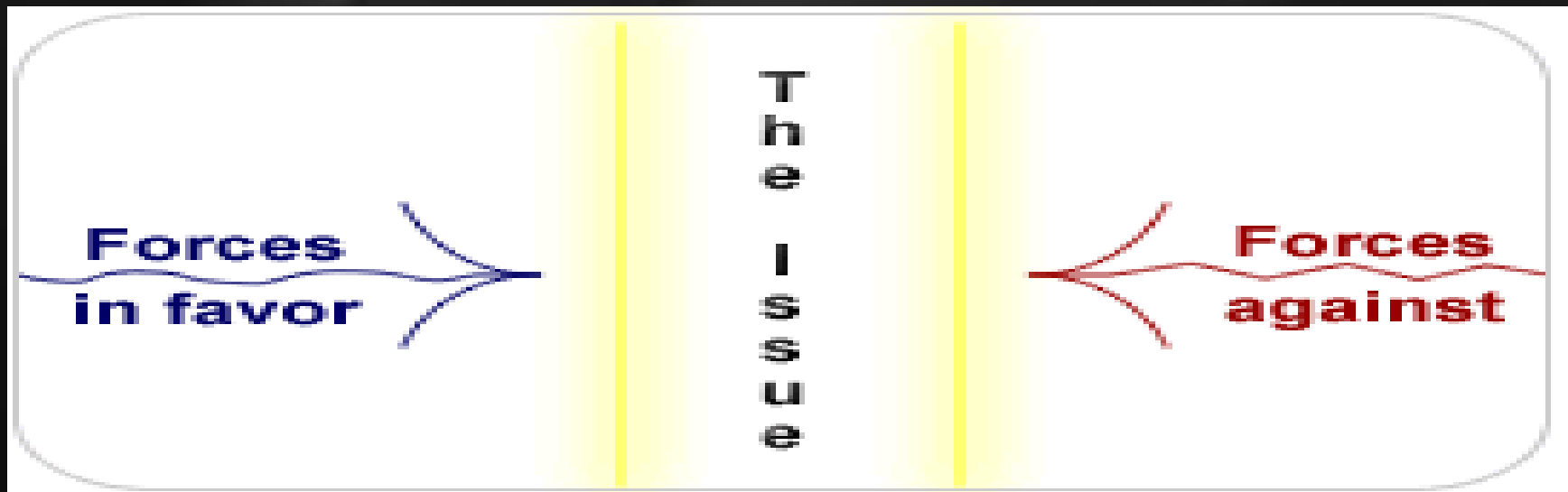
1. A well-informed and loyal membership conscious of and performing its duties and responsibilities, and actively involve in the affairs of the cooperatives;
2. A strong and properly functioning Pook-Tulungan system that would enhance the active and democratic participation of the members in the activities of their cooperative and their community;
3. An enlightened and dedicated leadership willing and able to share its knowledge, time and effort for the welfare of the members, the cooperative and the community as a whole

Cooperative Values

Co-operatives are based on the values of **self-help, self-responsibility, democracy, equality, equity and solidarity**. In the tradition of their founders, co-operative members believe in the ethical values of honesty, openness, social responsibility and caring for others.

Steps in Strategic Plan

- Identify critical strategic issues
 - Sometimes referred to as barriers
- Develop goals and detailed action plans for each strategic issue
 - How can you maximize the forces in favor and minimize forces against?



- Monitor Action Plans your agency has developed in response to the critical issues
- Evaluate progress of achieving the outcomes
- Revise the plan as necessary

Strategy Implementation

- Annual objectives
- Strategies
- Individuals responsible
- Status and schedule