Format 1.1: Institutional Strategic Plan[[1]](#footnote-1)

**Cover Page**

**Institutional Logos**

**Representative image or team logo**

**Institutional Strategic Plan**

**Name of institution or team**

**Institutional credits or relevant information**

**Version**

**Date of publication**

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# Introduction

The scope of the document is usually described in the introduction, providing a brief explanation or summary. It may also include some background information that is important for further development of the central theme. By reading the introduction, a reader should be able to get an idea of the content of the text before reading it.

It should reflect the corporate purpose, structure and functions of the institution. Provide a summary of the Risk Map or Disaster Risk Appraisal.

# Vision

The vision is the future image that an organization or USAR system develops on the reality on which they work and on itself. Usually, the vision includes the changes we want to achieve within our target population (and sometimes the country as a whole) as the target vision of the institution itself.

# Mission

The mission should reflect what the organization or institution is, making direct reference to its general and specific function. In most organizations, the mission is related to the mandate established in their statutory laws and rules of creation, which define their general framework for action. However, for various reasons (such as the antiquity of the legal instrument, coupled with the speed of the changes in the surroundings) such laws may often be insufficient to define the organization’s mission. For that reason it is necessary to make an effort to reinterpret the provisions adopted in the light of the new national and international context.

# Analysis of the situation or institutional diagnosis

The diagnosis of the current situation is the systematic process of identifying threats, opportunities, strengths and weaknesses that affect the performance of private and public agents acting in the scope of work of the institution, and in this particular case the national USAR system and specifically the USAR Team.

# Strategic Objectives

Strategic objectives are, by definition, medium and long-term goals aimed at fulfilling the organization or institution’s mission. They are the results the institution expects to achieve to fulfil its mission. The time frame of these objectives varies between 2 and 5 years. The strategic objectives are changes or effects that must be achieved in the medium and long term in our organization or the reality in which we intervene. Therefore, these objectives respond to a central question: What do we want change in the internal and external reality in which we work?

# Action Plan

An action plan is a way to ensure that our organization's vision materializes. It describes how the group will use strategies to fulfil its objectives. An action plan consists of a number of steps or changes to be made in the institution and its target population.

Each action step or change must include the following information:

* What actions or changes will occur?
* Who will carry out these changes?
* When will they take place, and for how long?
* What resources (e.g., money, equipment) are needed to carry out these changes?
* Communication (who should know what?)

Just as there is an indissoluble conceptual relationship between objectives and strategies, there is (or there should be) a very close relationship between objectives, indicators and target values.

**Guidance for its development**

***What is the Strategic Plan?***

The strategic plan is a program of action to clarify what we want to achieve and how we intend to achieve it. This program is reflected in a consensus document where we specify the big decisions that will guide our way towards excellent management.

***Definition:***

Organizational document that projects and establish the general and specific objectives, strategies, and program lines; it determines projects and allocates resources, with a long-term planning. Include mission, vision and indicators.

***Objective of the Strategic Plan***

Draw a map of the organization, indicating the steps to achieve our vision.

Turn projects into actions (trends, goals, objectives, rules, verification and results).

***Strategic Plan, why do we do it?***

• To affirm the organization: Promote the linkage between “decision makers” (E.D.) and the various working groups. Seek everyone’s commitment.

• To discover the best of the organization: The aim is to involve people in the valuation of the things we do best, helping us to identify problems and opportunities.

• Clarify future ideas: Often, everyday issues, the daily life of our institution or company, absorb us so much that we can not see beyond tomorrow. This process will “force” us to make a “necessary pause” to examine ourselves as an organization and if you truly have a future to build.

**What are the contents of a Strategic Plan? What question does it answer?**

• What is our purpose? What gives us life and meaning?: Mission statement.

• Where do you want to go?: Strategic Vision.

• What do we do well? What do we want to do?: Proposals; strategic objectives.

• How do we get to that future?: Action Plan; Regulation for evaluation.

***Drafting the Strategic Plan***

It is essential to ensure the participation and agreement of the most people possible (involved), the drafting of the strategic plan should be entrusted to a person or a very small group, who collects the information generated, systematizes it and presents it in an orderly manner.

Once the strategic plan has been developed, it is advisable to circulate it so the various participants can review it before the final wording.

***Communicate***

It is necessary to communicate at all levels of the organization and explain in detail.

***“If we do not know where we are going, we will probably not get anywhere”***

***Dissemination***

Once approved, it should be available to everyone involved, for it is necessary to develop information and training sessions.

1. The present format is based on David Medianero Burga’s Methodological Guide for the Design of Strategic Plans in the Public Sector with a participatory approach, <http://www.pnuma.org/agua-miaac/REGIONAL/MATERIAL%20ADICIONAL/BIBLIOGRAFIA-WEBGRAFIA%20(2)/Guia%20metodologica%20planes%20estrategicos%20sector%20publico.pdf> [↑](#footnote-ref-1)