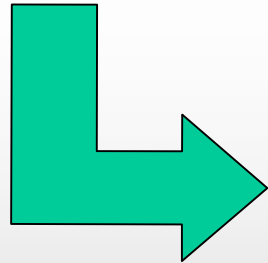




Strategic planning:
a formal approach to the long
view

Build the future



make a plan

”The future has many names:

For the weak: the inaccessible

For the shy: the unknown

For the brave: the opportunity”

Victor Hugo

The main aspects of strategic planning

1. Different types of strategic planning
2. Coherence of strategic planning
3. Planning process
4. Techniques for the strategic planning
5. Success and implementation of strategic planning
6. Conclusion

Different types of strategic planning

the common aspects:

- sustainability
- competitiveness

different types:

- spatial planning
- economic or development plan
- general or sectoral plan
- comprehensive plan
- plan for different spatial levels:

country, region, micro-region, town or village

Coherence of strategic planning

main importance:

to ensure the coherence in horizontal and vertical levels

Planning process

Open participative process

Wide view

Logical sequences

Planning process

1. Open participative process:

„bottom up” approach to involve the local population

Planning process

2. Wide view:

- be embedded into the general spatial concept of the area
- have connections with spatial development documents of neighbouring areas
- take account of every sector of local economy
- focus on the sustainability
- focus on the competitiveness

Planning process

3. Logical sequences:

- the strategic aims of the plan
- vision of the future
- objectives and priorities
- an action plan which leads to the achievement of the vision
- the tools and financial resources needed to carry out the action plan
- the role of the different actors

Three stages of plan preparation

- survey
- analysis
- plan-making

Techniques

Survey:

to describe the economic, spatial and social structure by using statistical data or/and information from questionnaires

Techniques

SWOT analysis

Strengths: upon which a plan may be built

Weakness: which may need to be corrected in the plan

Opportunities: which might be exploited as future strengths

Threats: which could damage the success of the plan
try to avoid them

Techniques

Graphs:

Problem „trees” – description of the problem

Objective „trees” – the positive mirror of the problem tree

Techniques

Define the vision

the pivot of the plan

the concept of how the given area may look
like if the plan is realised

Success and implementation of the strategic plan

to measure the success:

monitoring process with indicators

factors of successful implementation:

institutionalism:

office, agency, organisation

people

who want to implement the plan

Conclusion

THE PRODUCTION OF THE PLAN

is not the end of the story

but

THE BEGINNING

The main aspects of the implementation:

HUMAN ASPECTS

WILL

SKILL