

# Strategic Planning

(Webinar Series)

**August 10th, 12th, & 14th**  
**10:00 AM - 1:00 PM**

**Register Here!**

Given these uncertain times, strategic planning is more important than ever. For any organization to survive, and for non-profits in particular, they must have a well-informed, data driven strategic plan that has been adapted to meet the demands of our new operating environment. This collaborative session has been designed to respond to that environment, and will cover topics such as:

- Crisis Management vs. Strategic Planning –  
how they differ and how they intersect
- Conducting an effective, actionable SWOT Analysis
- Selecting data points to objectively evaluate your current success with  
meeting the demands of your mission
- Choosing goals and strategies that are realistic and effective
- Creating a strategically focused organizational culture
- Reporting on progress and how to determine if your plan needs revision

This session is intended for director and executive level team members of any non-profit organization. To fully benefit, participants should come prepared with their Mission, Vision and Value statements and familiarity with their current strategic planning process.

Presenter:

***Jeff Kunkel,***

***M.S. Health Care Policy and Management***

Jeff Kunkel has worked for non-profit organizations for over thirty years.

In that time, he has held leadership roles in the fields of Quality Improvement, Corporate Compliance, Strategic Planning and Data Analytics, among others. In these capacities he has created both strategic planning and data analytic processes for non-profit organizations large and small. Using his experience with Microsoft Excel, Microsoft PowerBI, and other data analysis solutions, he has been able to develop effective, easy to use data management and reporting solutions that meet the unique needs of each organization he has worked with. Coupled with his passion for the missions of the non-profits he has worked with, these skills have allowed him to help focus the efforts of these organizations, allowing them to more effectively meet the demands of their missions.

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