

## Board Strategic Priorities Formulation

*Is your board agreeing on the strategic priorities to steer the direction of the organisation members are entrusted to serve?*

*Clear priorities are a critical input into the strategic planning process that executive management requires to commence a clearly directed and effective strategy development process.*

Boards are primarily responsible for determining the strategic direction of the organisation that they have been appointed to guide, monitor and motivate in terms of improvements in performance. Many boards often struggle to find the time to deeply consider, and more importantly, to set the strategic priorities to communicate the direction for the organisation to consider when strategic plans are developed.

Before this can be undertaken, a thorough analysis of the organisation's external and internal environment is necessary to enable the future strategic direction to be thoroughly considered. All too often, board members have their own subjective interpretation of what is important for consideration. Boards need to issue clear directives to management to enable the strategic planning process to be purposefully driven.

A Board Strategic Priorities Formulation engagement typically includes:

- analysing the external and internal environment of the organisation to determine current barriers and opportunities of performance;
- determining each board member's views on how the organisation should perform and how optimum performance could be achieved;
- engaging with the board in a facilitated workshop to consider the preparatory research and subsequent formulation of the board's strategic priorities; and
- compiling a focused report on the Board's Strategic Priorities that will be utilised by management as an input to the strategic planning process of the organisation.

StratNovation has a highly skilled and experienced team that conducts Board Strategic Priorities workshops for clients to ensure that they communicate the strategic direction to the organisation they service.


The benefits of utilising a facilitated Board Strategic Priorities Formulation engagement are to ensure:


- an understanding of the board's most important roles in determining the strategic direction of the organisation; and
- that value adding insights into how boards should operate are gained by providing oversight to yield the most value in enabling an organisation to perform optimally.

Using the StratNovation approach to establish board priorities will better align the board with the organisation in ensuring that performance is realised. This will enable more effective board oversight during the strategy implementation process.

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