



Creating and Implementing Your Strategic Plan: A Workbook for Public and Nonprofit Organizations (Bryson on Strategic Planning)

John M. Bryson, Farnum K. Alston

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An updated companion to Strategic Planning for Public and Nonprofit Organizations, *Creating and Implementing Your Strategic Plan* is a step--by--step guide to strategic planning. This second edition is filled with useful tools, including illustrative examples, detailed questionnaires, and easy--to--understand worksheets. It takes users through every step of creating a tailored strategic plan, from concrete guidelines for brainstorming sessions, to developing show cards, to outlining a workshop equipment checklist.

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