Figure B: Evaluating the Need for a Business Plan

- Have you identified one or more strategies (organizational or programmatic) that will require—or result in—significant change to your existing business model? Yes
- Are you considering the launch of a new program, partnership, or entity? Yes
- Are you considering a growth strategy for your existing organization? No
- Are you considering a major change to your program mix, operations, or economic model? No
- Have key decision-makers (e.g., board, executive staff) have sufficient information to make a go/no-go decision? No
- Can you demonstrate to potential funders that your undertaking is both compelling and economically and operationally viable—and thus is worthy of their support? No
- Does the leadership team have enough information to create a comprehensive implementation plan? No
- It doesn’t appear that you need to engage in a business planning process at this time. Proceed with implementation.

Alternatively:
- Take time to engage in targeted “Real Time Strategic Planning” or—if you are not satisfied with your current strategic plan—a more formal strategic planning process.

Adjustments to your current strategy, along with new strategies that do not require or result in significant change to your existing business model, can be adequately described in a strategic plan or strategy roadmap—either a new one, or through updates to your current document. Be sure to communicate any updates to stakeholders.

You’re ripe for a business planning process. Keep reading!