

Integrating Gender and Nutrition within Agricultural Extension Services

Activity Sheet
January 2018

Creating a Strategic Plan for your Organization
(Part 3 – Performance Indicators and Planning Template)

Introduction

This Activity Sheet is the third part of a series in creating a strategic plan for your organization. [Part one](#) of this series provides an introduction to strategic planning, and [part two](#) gives an overview of SWOT analyses and creating objectives, activities, and outputs.

Objectives of this Activity

- 1) To introduce the concepts of performance indicators and a logic framework
- 2) To provide additional references and examples for the Strategic Planning process

Steps to Creating a Performance Indicators

- 1) Develop performance indicators that measure progress towards the objectives. Performance indicators are part of the overall program planning cycle, and involve the systematic process of collecting and analyzing information about a program in order to make necessary decisions. Indicators should be directly linked to measuring progress toward program objectives, and each objective should have an indicator. The number of performance indicators for the plan should be no more than 6-8, as it will be too difficult to measure many more than that. For example, if you are measuring progress toward the objective example used in #6, a performance indicator could be “number of cows distributed by ____ (date).”
- 2) Create a framework that incorporates all the above components. The format of this is flexible and can be adapted to your needs. Below is one example; you can add additional rows to this table as the number of goals and objectives increase. See also the sample logical frameworks/logic models linked in the next section for more ideas.

Organization Name: _____

Dates for Strategic Plan: _____

Vision: _____

Mission: _____

First Goal: _____

| | Activities | Outputs | Indicators |
|---------------|----------------|----------------|----------------|
| Objective One | a) b) c) | a) b) c) | a) b) c) |
| Objective Two | a) b) c) | a) b) c) | a) b) c) |

Sample Logical Frameworks & Logic Models

<http://www.tools4dev.org/resources/logical-framework-logframe-template/>

<http://cyberuse.com/wp-content/uploads/2017/03/logic-model-template-ilhspctu.png>

<http://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/logic-model-development/main>

<https://fyi.uwex.edu/programdevelopment/logic-models/>

References

INGENAES “Organizational Capacity Building Workshops”: <http://ingenaes.illinois.edu/wp-content/uploads/Organizational-Capacity-Building-Workshop-PowerPoint-Slides.pdf>. Kumaran, M., University of Florida, 2016.

INGENAES “Our Values, Mission and Vision”: http://ingenaes.illinois.edu/wp-content/uploads/ING-Activity-Sheet-2016_03-Our-Values-Mission-and-Vision-Henderson.pdf

Pennsylvania State University (PSU). “Developing Strategic Performance Indicators.” Innovation Insight Series Number 19, 2008. <http://www.opia.psu.edu/sites/default/files/insights019.pdf>

“Seven Simple Steps in Strategic Planning”: Stover, R., 2018. <http://www.robertstover.com/steps-in-strategic-planning-process/>



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