



**A T M A**  
AN ACCELERATOR FOR EDUCATION

# Strategy Planning Workshop

**Atma – An Accelerator for Education**

*Providing strategic solutions to help education NGOs scale*

Having clear goals for your organisation is essential. It gives everyone on the team direction and an understanding of what you are trying to achieve. A goal on its own is not useful unless we have a clear understanding of how to get there.

Atma has worked closely with **80 NGOs** to develop their long-term strategic plans. We do this through our signature Strategy Planning Workshop, which will help your organisation understand your goals, steps to achieving those goals, and the capacity you need to build as an organisation to get there.

The NGO will be guided by Atma through all of the exercises. These exercises and the discussions generated are as important as the final document. This will help align your key team members to a common vision.

The exercises involved include:

- Defining the partner NGOs 3-5 year goals
- A SWOT analysis
- Defining clear strategies to meet the goals
- Budgets development (optional)

In the end, the NGO will receive a final strategy document with a detailed year-wise operations plan.

The strategy planning process gives NGOs a detailed aligned understanding of their long-term goals, the strengths, weaknesses, opportunities, and threats versus where that organisation wants to be and gives a clear understanding of how to operationalise their dreams.

## **Implementation of the Strategy Planning Workshop**

*Steps involved in the Strategy Planning Workshop:*

- Preparation call with Atma
- Preparation materials to be shared with Atma
- 2-day Strategy Planning workshop
- The NGO can invite whomever they feel is best to the Strategy Planning Workshop, we encourage all decision-makers to be present.
- Atma will present all the exercises, facilitate discussions and document the conversations and decisions taken.
- Atma prepares the final strategy plan
- Strategy plan review call with Atma
- The final strategy plan handed over to the NGO



## **Deliverables / Outcomes of the Strategy planning workshop**

The final strategic plan for the NGO including:

- Long-term goals of the organisation
- SWOT Analysis
- Strategies developed
- Clear annual milestones & timelines
- Division of responsibilities in the NGO
- Final outcomes of the milestones described

## **Benefits of the Strategy planning workshop**

The main benefit to any participating NGO is that Atma's approach is totally customised to your NGO and your entire team can participate.

All of the ideas generated are your own and Atma is there as a sounding board and guide. We will ask you tough questions but in the end, you set the direction for your organisation.

## **Ongoing support post the workshop**

- Webinars
- Mentorship through FOI
- Possibility of joining Accelerator

## **Partner Testimonial**

"The Strategy sessions conducted by Atma helped us set structures to scale. It helped us understand the importance of putting processes in place and documenting impact in a structured manner. We created a 3 year strategy based on the assessment of our organisation."

***Slam Out Loud***