



CREATING THE FUTURE
Change the Questions, Change the World!

Community Impact Planning vs. Traditional Strategic Planning

Traditional Strategic Planning	Community Impact Planning
Origins: Military, then business	Origins: Social Change work
Intent: Defeat enemy / competition	Intent: Create healthy, humane, equitable communities
Impact: • Short term (1-3 years) • React to current conditions • Incremental • Close-to-the-vest / command & control	Impact: • Long term (however long it takes) • Create what's possible • Sweeping • Inclusive
Process: • Gather Data (Environmental scan, SWOT, needs assessment, etc.) • Vision as a warm-up exercise (then set aside) • Brainstorm Goals to react to the data (What can we accomplish in the next 2-3 years?) • Brainstorm action ideas • Implementation	Process: • Facilitate community members as planning participants • Community aspirations (Vision) as the anchor of the plan • Determine Conditions that will achieve the community's aspirations / vision • Actions that will create those conditions • Determine internal conditions needed to be able to take action ○ Data goes here: in service to the community's vision