

Exercise: Setting strategic priorities

What does success look like to you?
What is your social enterprise trying to create, improve or change?
What are the wider problems or issues you are trying to address?
What are your business and financial aims?
What practical things are you going to do to make the above happen?
When will these be done?
What resources do you have?
What services, activities or products are you going to offer?
What can you offer now, or soonest?
Who will you offer them to?
How are you going to create change?
How will you know that this has been achieved?
Can you use targets to quantify or measure progress towards your aim(s)?
How will you promote your achievements?