



Strategic Plan Template

Structure and Contents of an Effective Strategic Plan

Version 1
October 2020



STRATEGIC PLAN TEMPLATE

COVER PAGE

CONTENTS

INTRODUCTION

- A brief, relevant history and summary of the club.
- What is our tennis clubs business designed to achieve
- What time frame is the plan based upon?
- How have we engaged our members in the business planning process?
- How will this plan be shared?
- Who will be leading this plan?

SITUATIONAL ANALYSIS

- SWOT Analysis
- Operational Analysis
- Member and Programme Analysis
- Competitors Analysis

FINANCIAL ANALYSIS

- Clubs current financial position
- Recent financial trends
- Future financial targets at the club

STRATEGIC SUMMARY

- Vision
- Mission
- Core Values
- Core work areas and strategic aims – see appendix 1.
- Key performance indicators

BUSINESS PLAN

- Actual Plan – one page business plan

MONITORING AND EVALUATION

- How are we going to monitor the plan?
- What are the key milestones?
- Dates when we are going to evaluate our progress against the plan?
- How are we going to celebrate success as a team?

AGREEMENT

Every management team member and key staff member should sign and date that they agree with and are committed to delivering this club strategy and business plan.

APPENDIX 1 – CORE OBJECTIVES

Core Area of Work:	
Lead:	Supported by:
Strategic Aims	
SMART Goals	
Tactics	
Key Performance Indicators	