

## REASSESSING strategies

### REASSESS strategies and the strategic planning process

The purpose of step 5 is to evaluate the effectiveness of an organization's strategies, typically throughout the implementation of the plan. Some strategies will be maintained, others modified and some terminated. Key organization personnel involved in the review can maximize its usefulness by the lessons learned that focus on what worked well and what did not. Each review is an opportunity for the managers and employees to increase their capacity for strategic thinking and acting, and increasing learning.

### DESIRED outcomes

- Strategies that are responsive to the organization's needs and problems
- Identification of the strengths and weaknesses of the strategic plan