

Case study: Clubs Queensland

Strategic planning for leading industry association

Highlights

The outcome of the Pulsevo Strategic Planning program for Clubs Queensland was an action orientated plan for 2008-2011.

The plan addresses industry and association issues and opportunities and was designed in consultation with all Clubs Queensland stakeholders, from the Board members to the staff.

Pulsevo has already provided benefits to Clubs Queensland by increasing morale through creation of project teams to achieve the stated goals.

The challenge area

Clubs Queensland was seeking a strategic plan that:

- set the core values and purpose for the organisation to live by;
- was action orientated;
- identified opportunities;
- addressed industry and association issues; and
- involved all stakeholders.

How we helped

Using our Pulsevo program, we helped clarify Clubs Queensland's business vision and strategy.

1. *Diagnose and analyse* – By conducting key management interviews, a Board member online survey and performing a review of desk top financial and non financial information, we were able to understand the current status of Clubs Queensland as well as identify issues and opportunities for both the industry and association.
2. *Workshop* – Using the knowledge gathered in the previous stage we were able to design a tailored strategic planning workshop. The workshop was a full day workshop and involved Clubs Queensland Board and staff members.
3. *Plan* – An action-orientated strategic plan was delivered to Clubs Queensland. The plan included the core values and purpose of the organisation, the results of the SWOT (strengths, weaknesses, opportunities and threats) analysis, and the documentation of discreet projects to help Clubs Queensland achieve their 1 and 5 year goals.
4. *Implement for success* – We will now continue to partner with Clubs Queensland to implement the strategic plan into the day to day running of the business.

Client thoughts

Clubs Queensland Executive Officer, Doug Flockart has already seen benefits of Pulsevo.

“Following the Pulsevo workshop we held our fortnightly staff meeting. We presented all staff with a copy of the Pulsevo Strategic Plan. Lane and Mukesh gave an enthusiastic overview of the program and the meeting ended with the request for volunteers to be part of project teams – we had a very impressive response! The feeling during the meeting was positive and we are keen to convert that energy into results.”

“Using our Pulsevo program, our team helped clarify Clubs Queensland’s business vision & strategy.”

Doug also thinks that the Board members found Pulsevo beneficial.

“We held the second day of the Clubs Queensland Board meeting after the workshop, the Board members spoke very favourably of the expert facilitation received. There was also a comment of it being the best strategic planning process they had ever been part of.”

For the future

Our team will continue to work with Clubs Queensland to implement the strategic plan; already we have provided project management templates and advice to assist staff with their projects.

We will also be working with Clubs Queensland Board members to identify areas in which we can help individual clubs around Queensland.

Further information

For further information on strategic planning advice for your business, please phone us on the numbers below, or visit our website.

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About Pulsevo

Strategic planning underpins the successful evolution of business. The development of a strategic plan doesn't only mean looking forward, it gives you an opportunity to look at where you are, where you've been and finally, what you need to do to evolve. At BDO Kendalls we know what makes business a success - implementing and executing the strategic plan. Through our Pulsevo strategic planning program we work with you to identify your business goals, strategies and execution approaches.

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