



THE ORG COMPASS







Organizational Strategic Planning for Conservation Nonprofits

Most conservation nonprofit leaders are deeply committed to achieving the organization's mission to benefit nature. However, if leaders omit the important yet often non-urgent strategic planning process — e.g., agreeing on a shared vision, identifying clear milestones and goals, and establishing a system for accountability — the team can easily become misaligned, with each person working hard, but toward a slightly different version of success. This can result in scope creep and reduced focus on things that truly move the conservation needle.

The Org Compass is a planning process built specifically for conservation nonprofits. With the assistance of an expert facilitator, your leadership team will gain clarity about where you are going, how you will get there, and what each person needs to do next. As a result, your organization will become more effective and efficient, it will produce more tangible results, and it will be more attractive to funders.

What You Get

Through The Org Compass, your team will clarify six essential elements:

 Core values	<i>Who you are</i> — principles that define your organization's culture and guide every decision
 Core focus	<i>Why you exist</i> — your mission, niche, and who you serve
 Long-term destination	<i>Where you are going</i> — a bold, inspiring, and quantitative description of where you are going that orients everything else
 3-year milestones	Concrete goals and metrics that describe what you need to have accomplished in three years to remain on track to reach the long-term destination
 1-year plan	Specific outcomes the organization will achieve during the upcoming year to stay on track to reach the 3-year milestones
 Quarterly objectives	90-day priorities for the organization and staff, each with a clear owner and due date.

The Process

The Org Compass is based on a proven organizational planning framework that has been adapted specifically for conservation nonprofits. The process is collaborative and practical, and it can be delivered virtually or in-person, making it accessible regardless of where your team is located.

Kick-off meeting	A NaturePlan coach meets with your leadership team to introduce the process and discuss objectives, desired outcomes, and timeline. The approach (i.e., virtual, in-person, or both) is decided upon.
Pre-planning meetings	Prior to the start of team planning meetings, the leadership team will meet periodically with the coach to review draft agendas, provide background information, and discuss logistics.

Assemble existing plan elements	If any plan elements have already been created (e.g., core values, mission statement), the NaturePlan coach will assemble them in the framework to seed the upcoming discussions.
Planning sessions	If planning occurs virtually, 3-7 sessions will be held (2 to 3 hours each) at intervals that work best for the team. All brainstorming and decision-making will be recorded on an interactive Mural board. If planning occurs in-person, a 1- to 2-day workshop will be held. Planning sessions will be customized to meet the needs of the team.
Draft & review	NaturePlan produces a draft 2-to-4-page strategic plan that summarizes all planning elements and decisions. A final draft is produced after the team reviews and comments.
Implementation training	Your NaturePlan coach will provide training and tools on best practices for establishing an accountability system and a process for maintaining and updating the plan. If desired, NaturePlan will provide on-going support by facilitating quarterly and annual meetings, assisting with agenda preparation, assessing progress, updating the plan, and summarizing results. This will allow the plan to remain a living guidance document that never requires a major revision.

The NaturePlan Difference

Trained Facilitation

Without a **trained, neutral facilitator**, a planning team can get bogged down in the details, and it may be difficult for the leader to manage the discussion without interjecting their opinion. NaturePlan coaches are highly trained with years of experience facilitating meetings. Your coach will ensure **all voices are heard**, **redirect unproductive discussions**, and **provide tools to make unified decisions** even when team members disagree.

Implementation Success

A strategic plan can generate short-term excitement, but without a proven system for implementation, the plan often ends up gathering dust on the shelf. The Org Compass process is different because your NaturePlan coach will teach you what you need to do after the plan is written to ensure team members remain accountable and the plan serves continually as a decision-support tool.

Ready to chart your organization's path to success?
Schedule a free consultation with a NaturePlan coach at qshurtliff@natureplan.org