

How to Develop Strategies for Growth

Strategic development involves discovering, planning, and implementing a coherent set of practices that will help grow an organization most effectively. Topics in this session will include how to analyze external opportunities, identify threats to success, how to develop strategies to address opportunities and threats, and finally the competencies necessary to implement those strategies.

David Sveen is the Chairman of Cedarstone Holdings, Inc., a global business services firm serving nonprofit organizations. He earned his BS in business at Northern Illinois University and his MBA in finance from DePaul University. He earned his MA in Education from Wheaton College Graduate School and his PhD in Theological Education from Trinity Evangelical Divinity School. His professional background includes senior management in investment banking, as well as private equity ventures in real estate development, wealth management, and consulting. Dr. Sveen is also on the faculty at the Wheaton College Graduate School.

1. Strategic Development: A definition

2. The Six Steps to Strategic Development

a. Ideation/Vision

b. Research

c. Planning

d. Finance

e. Your Story

f. Board of Advisors

Suggested Readings

Bennis, Warren, and Burt Nanus. 1997. *Leaders: Strategies for Taking Charge*. New York: HarperBusiness.

Covey, Stephen R. 1989. *The 7 Habits of Highly Effective People*. New York: Simon & Schuster.

Covey, Stephen R. 1991. *Principle-centered Leadership*. New York: Simon & Schuster.

Drucker, Peter F. 1990. *Managing the Non-profit Organization*. New York: HarperCollins Publishers.

Nouwen, H.J.M. 1991. *In the Name of Jesus*. New York: Crossroads.

Sanders, J.O. (1994). *Spiritual Leadership*. Chicago: Moody Press.