

The goal of this diploma work is to provide recommendations to managers of non-profit organisations, who are preparing for the process of strategic planning. I worked with findings and the experience of five non-profit organisations, which have already gone through the process of strategic planning. I acquired opinions which I completed with my own experience with strategic planning.

Theoretically it describes the process of strategic planning from the very phase of preparation to the actual implementation of the plan and its feedback evaluation. It focuses on the benefits of strategic planning and possible stumbling blocks. The theory is completed with a description and a sample of a planning process in a specific non-profit organisation. I have been cooperating long term with the organisation Jahoda, together with whom I established a strategic plan. With a team of employees I conducted a number of analyses that were essential to creating strategies for the organisation. All of the analyses are a part of this work.

Upon processing the subjects, I used a number of methods – questionnaire survey, non-standard interview, document analysis, and brainstorming technique.