

# Hartford Habitat Strategic Planning

2018-2021  
(3 Years)

# Principles for Strategic Planning

- Make it challenging, let's push ourselves
- Focus on measurement and what we can accomplish
- Celebrate! Build on previous wins and successes
- Let go what is not working

# Different Perspectives

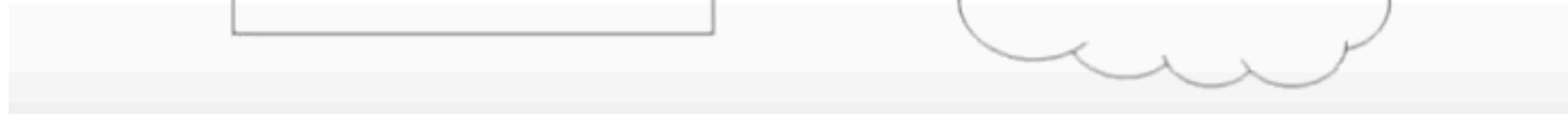
**It's all about customers!**

**It's all about the  
bottom line!**

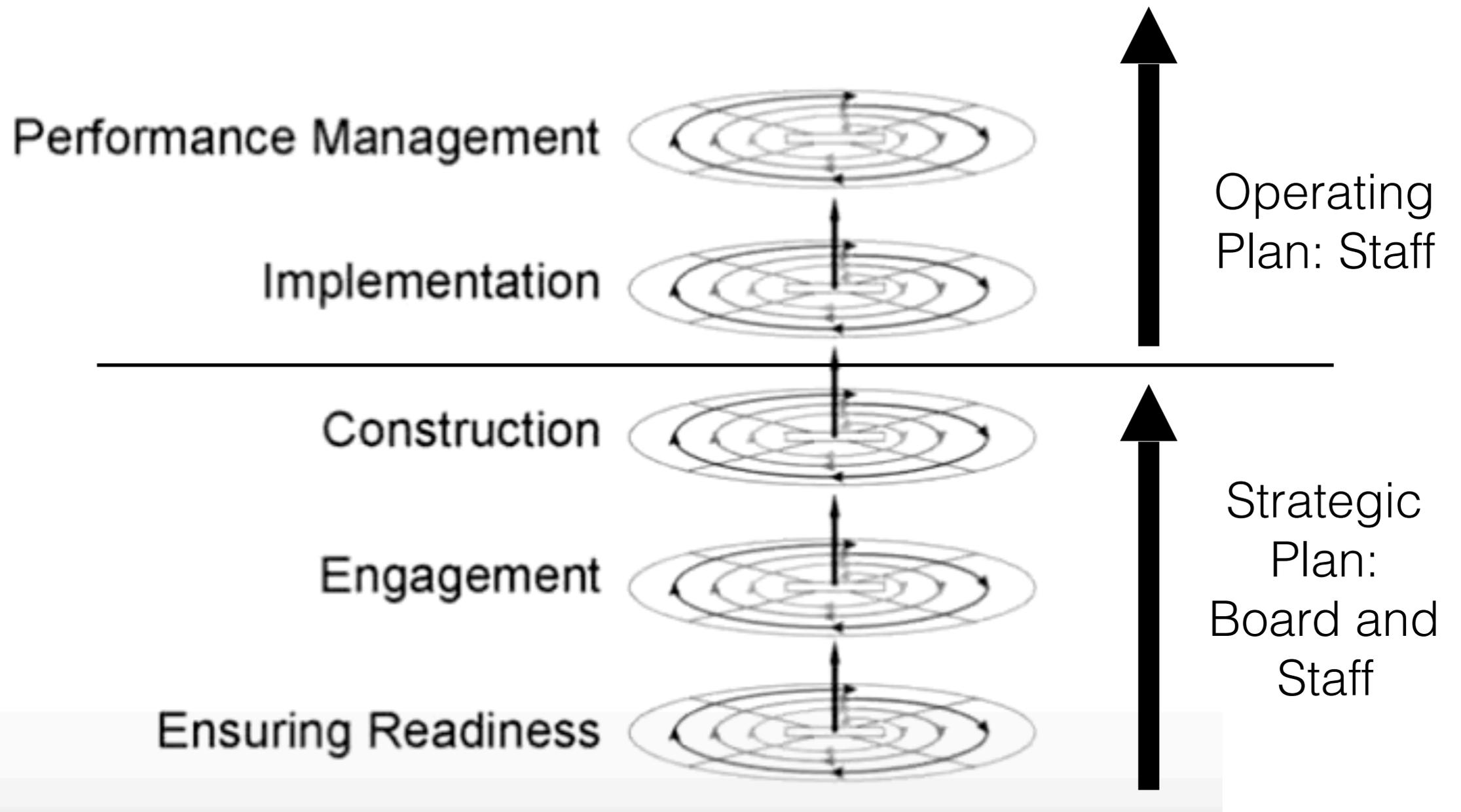
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**It's all about quality,  
cycle time & process!**

**It's all about the  
people & culture!**



# Strategic Planning

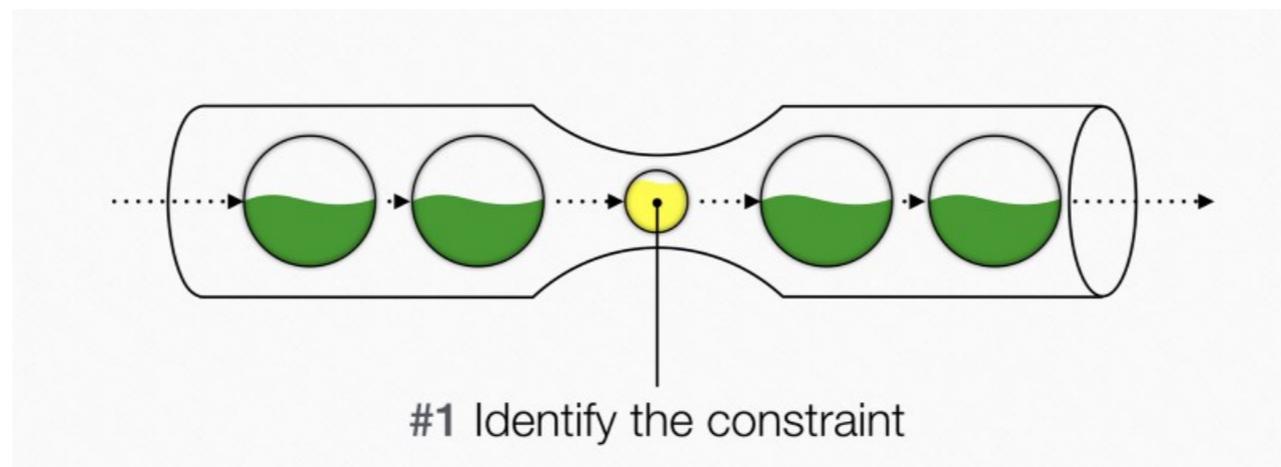


# Consensus

Consensus is commitment to finding solutions that everyone actively supports, or at least can live with.

What does Strategic  
Planning do?

# Three Things...



Provides:

1. Focus
2. Priority
3. Direction and Agreement

Climb the Mountain

# Trend Analysis

<b>Type of trends</b>	<b>Direction of trend</b>
<b>Social needs or demands for your programs or services</b>	Need for safe and affordable housing options and home repair assistance continues to rise.
<b>Available funding for your programs or services</b>	Funding sources on the decline as government resources are cut and tax benefits for donations are eliminated. There is some strong funding for home repair projects from HFHI and remediation from government programs.
<b>Other trends impacting your organization</b>	Construction costs continue to rise as material prices increase and codes for more energy efficient houses and fire resistance products require use of more expensive products.  Hauling costs for removal of contaminated soils and debris from building lots that contain material from previous structures common on most city lots.

# Key Strategic Questions

1. With a changing funding environment what are the right resources and revenue streams to develop and maintain and grow financial outlook?
2. How does the regional Habitat for Humanity shifts, potential mergers and collaborations affect Habitat Hartford's future?
3. How do we balance our current program commitments, community needs and donor/community expansion and develop a plan for how we build geographically in our county?
4. What are the benefits and drawbacks of continuing to move our work to align and partner with collaborative initiatives and neighborhood focus efforts?
5. How do we balance our organizational strengths, funding shifts, volunteer needs to develop a plan for how we will focus and segment our housing products of new construction, rehabs, critical home repairs and ABWK with the desire to serve more families?
6. How does Habitat Hartford continue to grow awareness, education and build community support for it's leading role in bringing housing stability and clarify Habitat's core model?