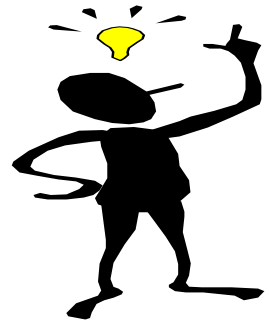


Priorities and Strategic Aims

Strategic aims set out priority areas of work for an organisation. Your strategic aims should:

- help achieve your mission (overall purpose);
- be limited in number (i.e. 4 to 10);
- show clear direction.



Exercise:

1. From your SWOT analysis and review of achievements, make a list of themed priority areas of work for your organisation. (1 or 2 words only)

Example: Training
Community Development
Capacity Building
Income Generation

2. Does the list of key words fit with your organisation's core purpose/mission? Can these key words form the basis of your long-term aims?
3. From your SWOT analysis, are there opportunities / new areas of work that fit your mission, and should be included in your long-term aims?
4. Finalise your list of priority areas of work for the next 3 years.