

On Strategic Planning

The TVDA Planning Process

Whether it's for an entire organization, or a key department like membership or marketing, TVDA's strategic planning process is rooted in the time we spend getting to know your:

- Organization
- Members and prospects
- Products and services
- Data

Our process starts with conducting individual interviews with as many as 20 members and prospects, as well as key staff. We invest considerable time identifying the story that your database tells and conducting an extensive environmental scan.

That preparation is intended to earn us the right to sit down with your key stakeholders and get to the real work building your future.

Once onsite, we couple our intense preparation with our engaging facilitation style to lead planning sessions that keep stakeholders engaged and focused on your organization's mission, not checking their emails and text messages. Our facilitation approach has been further honed through years of teaching business at the college level.

After our planning session, TVDA will roll up its sleeves and be your partner throughout the implementation process. Whether you are looking for a firm to guide all facets of the implementation or a trusted counselor who checks in regularly to help you work through the inherent implementation challenges, we'll be there for up to a year, ready to assist any way we can.



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TVDA's principals have more than 40 years of collective experience leading successful nonprofit organizations of all sizes.

That only scratches the surface of our experience. We have created winning membership and marketing plans, licked thousands of envelopes, delivered countless orders, and written quite a few e-newsletters and marketing emails.

This work, at the nexus of strategic development and program implementation, puts TVDA in a unique position to work with a select group of clients on strategic planning initiatives. We not only understand strategy development—we have lived in the trenches executing it.

A sample of our clients include: Philadelphia Chapter of the Public Relations Society of America and Aphasia Access, a national health care association.

Learn More

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