

Strategy development for Alzheimer's Society



What was the context?

The Society is due to complete its first five year strategy in March 2016. A team from Monitor Deloitte were engaged with the Society to support the articulation of the 2017-2022 strategy

What did we do?

Initial articulation of Alzheimer's Society 2017-2022 Strategy:

Situational Review

The situational review was initially used to provide a holistic fact base of the Society on which SLT could establish where to have the greatest impact for people affected by dementia , assessing internal performance and external levers.

Four pillars and Strategic Priorities

A series of Deloitte-facilitated SLT (Strategic Leadership Team) workshops were carried out, to identify guiding principles of 'Where to Play' at a Society level as well as in each directorate. From this work an initial articulation of the strategic priorities and underlying specific interventions was developed, using four pillars to encourage a strategy that delivers across directorates. Multiple iterations have subsequently taken place following both individual and group feedback from SLT members

What was the impact?

Produced the next five year strategy for the Society which will be ratified by Senior Leadership Team and Board of Trustees.

The four pillars and 14 specific interventions have allowed AS to identify where to play over the next five years and what their goals and ambitions are.

This will enable the Society to be clear about ambition for next five years and invest in the correct areas to meet this ambition.

Why did it matter?

A well defined strategy is critical for a high growth business to ensure that goals and ambitions are achieved.

Investment in people, infrastructure and services are critical for the success of the society and therefore it is critical they know where they want to invest and what they want to achieve.