

Worksheet 2.2

Clients Analysis Checklist

Step 1. Identify your clients.

- List all groups of people who receive or use the resources and services produced by your organization. Record any new clients likely to emerge as a result of the strategic planning project.

Step 2. Identify client interests.

- Describe what clients need from your programs.
- Record what they want and expect.
- Determine what other options clients have when obtaining similar resources or services.
- Identify the interests of vulnerable groups (e.g., the poor, minority victims, victim groups).
- Establish who should receive or use your organization's resources and services, but is not adequately represented.
- List client expectations of the strategic planning project.
- Identify likely benefits for the clients.

Step 3. Assess the impact of the strategic planning project on each client group.

- Determine the impact of the strategic planning project on each client group—is it positive, negative, neutral, or unknown?
- Decide which client group interests converge most closely with the strategic planning project objectives.

Step 4. Assess the level of client participation in the plan.

- Determine which clients must be involved as partners.
- Establish which clients need to be consulted but who may not wish to be active in the strategic planning process.