

Planificación estratégica en organizaciones no lucrativas. Guía participativa basada en valores

Strategic planning in non profit organizations. Participative guide based on values



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Strategic planning has become a vital skill for organizations. Shall we use the same focus, style and tools for planning in a non-profit organization as we do in any other type of company? Would it be just as effective? How should we do it? Who should take part? Who can help? In this guide based on values, good methodological proposals are offered to undertake value based strategic planning. Nothing in a non-profit organization has sense if it is not according to its values

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