



## Understanding Strategic Context

### Developing a Good Idea

You have a proposal you would like to develop; if asked how it will work in a strategic context, how do you answer?

The phrase 'Strategic Context' can mean different things to different people – essentially it is a wider view taking in organisational interests, requirements and pressures beyond your immediate area.

### Places to start:

- Read your organisation's formal plans such as an Intermediate Mid-Term Plan (IMTP) or equivalent
- Check service reviews and reports highlighting issues and solutions
- Review national objectives/strategy documents relating to your area of interest
- Link with a lead individual within your organisation

### What to Ask Yourself

- Does it integrate into what else is in place and when integrated does a positive difference still show?
- Will it resolve known challenges and pressures and can you evidence how?
- Does it align with organisational plans and with partnership plans?
- Is it aligned to Welsh Government strategy documents and can this be demonstrated?
- Can you show that it contributes to meeting performance and outcome requirements, such as Welsh Government performance targets and outcome measures for commissioned services?
- Would it work for other teams/services?
- How can this proposal matter to mid and senior leaders? Can you show that it contributes to addressing their concerns and challenges?

### Progressing the Proposal

You may not have all the answers, but by reaching out to colleagues in your team and beyond, such as the Innovation Team or similar in your organisation, you can access support.

Working together with colleagues to examine the strategic context for your proposal will help you to explore its potential and how it fits in on a wider scale.

For fast-moving areas of developments, such as digital, there may be organisational or national solutions in development, meaning that a local solution could be a duplication or unnecessary. Speak with specialist colleagues to understand more.

