

# Strategy



Unlocking Potential





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## NDA Strategic Summary

### NDA's Strategic Goals

- Organisational Transformation
- Partnering for Development
- Resource Mobilisation for poverty eradication
- Community empowerment for sustainable development
- Communication of credible and relevant researched development information.



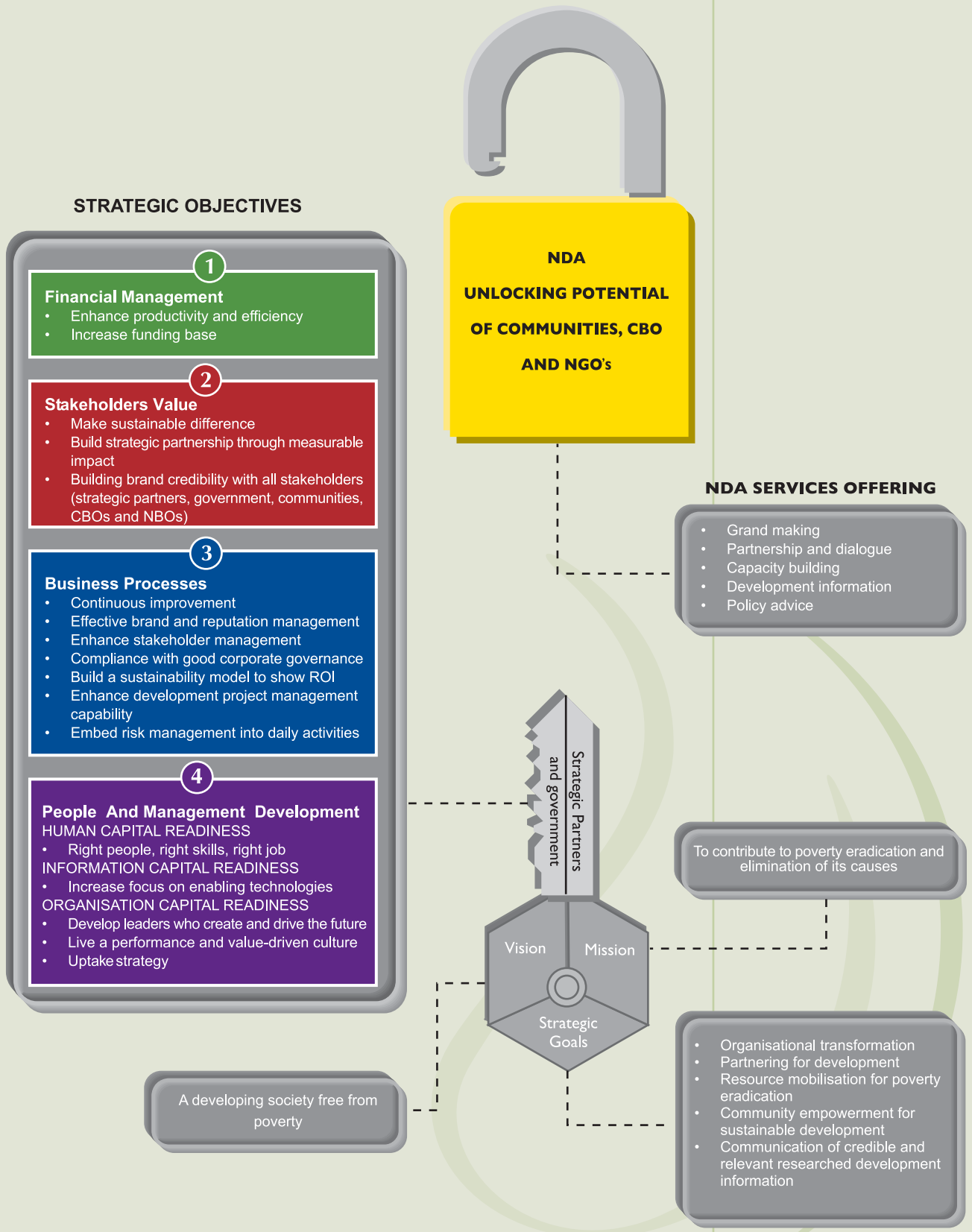


## Macro Indicators

Macro indicators speak to the high-level, externally focused objectives that will be achieved through implementation of NDA's strategic goals as defined in the Organisation Scorecard. The Macro indicators and associated strategic goals are as follows:

1. Improved coordination of resource allocation for poverty eradication.
  - Partnering for Development;
  - Resource Mobilisation for poverty eradication.
2. Improved economic opportunities for communities in NDA targeted localities.
  - Community empowerment for sustainable development
3. Improved social empowerment in NDA targeted localities.
  - Community empowerment for sustainable development
4. Improved capability of targeted CSOs in relation to service delivery.
  - Community empowerment for sustainable development
5. Increased influence in development policy as it relates to poverty eradication.
  - Communication of credible and relevant researched development information.

# NDA Strategic Map



# NDA Performance Scorecard

## Financial

- Improve productivity levels by 10% year on year from 2008
- Improve efficiency level by 10% year to year from 2008
- At Least 20% increase in Government funding
- Development and implement a resource mobilisation plan

## Stakeholder Value

- Demonstrated improvement capability of NDA Civil Society Stakeholders (NGOs, CBOs and Communities)
- Demonstrated increase in sustainability of projects funded
- Demonstrated increase in NDA reputation as a provider of sustainable development resources

## Objectives

### Financial

- Partner for development by mobilising and increasing funding base locally and internationally

### Stakeholders Value

- Build community empowerment for sustainable development through building capacity of Civil Society
- Build brand credibility and increase confidence levels with Stakeholder

### Business Processes

- Practice good Corporate Governance
- Continuous business process improvement and improved and sustainable service delivery
- NDA project aligned with national poverty eradication priorities
- Improved compliance and risk reduction

### People Management And Development

- Ensure availability of critical competencies
- Live a performance driven culture

## Business Processes

- Continuous improvement in overall business performance
- 100% Projects to be delivered in accordance with defined funding strategy
- 100% Compliance with Corporate Governance, legal and policy requirements
- Implementation of an information and knowledge management system to improve communication with and management of stakeholders
- Development of a Sustainability Model to measure and improve sustainable impact at community level and hence demonstrate positive ROI for stakeholder
- Implementation of a strategy to communicate to stakeholders via 11 official languages of South Africa
- Year on year increase in collaboration with and coordination of stakeholders on development of projects
- 100% Compliance by NDA Civil Society Stakeholders (NGOs, CBOs, and Communities) with service standards

## People Management And Development

- Development of an organisation with the right people, right skills and right jobs
- Implementation of a well established Performance Management System
- Improvement in staff performance results year on year
- Implementation of key enabling technologies
- \* Improvement in leadership/ management capacity
- Achieve rating within top 50% in Employer of Choice Survey





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