

Abstract

This diploma thesis deals with the description and reflection of the strategic planning process in a non-profit organization.

From the theoretical foundation, presented in the first part of this thesis, the author creates a model of the methods by introducing the strategic approach into the praxis of management in the chosen non-profit organization. In the practical part of this thesis she describes and reflects the process of participative establishment of the strategic plan for one of the services of this organization. In the conclusion of the thesis she deduces from the practical findings some recommendations.

Key words: management, strategic management, strategic planning, strategic plan, participation, non-profit organization, action research