

Strategic Planning

Working Toward an Envisioned Future

How often are long term strategies painstakingly created by upper management only to be met with little understanding or buy-in throughout the rest of the organization? Effective strategies have their highest impact when designed and implemented by the teams and managers who face daily issues and challenges together. This program is designed to implement planning at all levels within the organization, including levels where representatives interact with clients and customers.

In this course, you gain the knowledge and practice needed to formulate, execute and monitor strategic planning initiatives by working through the stages of the strategic model together with members of your business unit. Effective business units can streamline operations, improve quality, increase profitability and have fun brainstorming ideas to tackle the challenges contained in this new marketplace of world-wide competition and corporate downsizing.

Format

The program can be customized as a series of two – four hour working sessions. Participants work through the strategic planning process, either as an entire business unit (up to 20 people) or 2 – 4 working groups of 4 – 5 representatives from each department. In the latter configuration, departments share their ideas and processes with each other, which typically increases inter-department understanding and ensures future cooperation. Learning activities include case studies, small group exercises, facilitator presentations, and large group discussion. A manual is included with the program.

Objectives

By the end of the workshop, participants will be able to...

- Formulate and execute strategic plans to help your organization or business unit advance and grow
- Recognize the external factors and forces that comprise an organization's or work group's context
- Detect the opportunities, threats, strengths and weaknesses that drive a strategic plan
- Engage in creating a vision for the future
- Distinguish between strategic objectives and the initiatives required to further them
- Generate a stakeholder analysis and involvement plan to optimize communication of planning objectives and activities
- Establish monitoring and controlling measures that ensure positive results

Stages of the strategic planning process include...

- *Situation Analysis:* Environmental Scan, Historical Background, and SWOT
- *Baseline Assessment:* Organizational Profile, Critical Issues, and Gap Analysis
- *Guiding Elements:* Mission, Vision, Values, Goals and Objectives
- *Action Planning:* Strategic Initiatives, Action Plans, and Performance Measurement
- *Progress Evaluation:* Performance Management and the Balanced Scorecard