



STRATEGIC PLANNING

If you and the people who work with you don't understand where the company is going, they may all develop their own priorities and actually prevent you from getting where you need to be. Part of getting everyone on board is creating a strategic plan complete with the organization's values, vision, and mission. Then, there's the challenge of bringing these principles to life in a meaningful way that people can relate to. This two-day course will help you describe what you want to do and get people where you want to go.

This two-day workshop will help you teach participants how to:

- ✓ Identify the values that support their company
- ✓ Define the vision for their company
- ✓ Write a mission statement that explains what the company's purpose is
- ✓ Complete meaningful SWOT analyses
- ✓ Apply tools and techniques to create a strategic plan that directs the organization from the executive to the front line
- ✓ Implement, evaluate, and review a strategic plan
- ✓ Identify how related tools, such as the strategy map and balanced scorecard, can help them develop a strategic plan

COURSE OUTLINE

Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

Understanding Strategic Planning

Then, participants will explore what strategic planning is. They will also be introduced to the pyramid strategic plan structure that will form the basis of the rest of the course.

Identifying Our Values

Next, participants will work through the foundation of a strategic plan: value identification and writing values statements.

Designing Our Vision

The next step in a strategic plan is to identify your vision. In this session, participants will think about where they want their company to be in several years' time.



On a Mission

The next part of the strategic plan is to write a mission statement. That's what participants will focus on in this session.

Performing a SWOT Analysis

In this session, participants will learn how to use a SWOT analysis to identify where they currently are and what they need to do to get where they want to go.

Setting Goals

Next, participants will learn how to use the SPIRIT model to frame goals and objectives.

Assigning Roles, Responsibilities, and Accountabilities

The final piece of the strategic plan gets at the heart of getting the work done by assigning who will address each role and what they are accountable for. This session will give participants some ways to perform this step. They will also get hands-on problem solving practice through a case study.

The Full Picture

Participants will begin the second day with a snapshot of the strategic planning cycle and a review activity.

Gathering Support

In this session, participants will look at gathering support for a plan, creating a review process, and obtaining buy-in.

Making the Change

Strategic plans naturally become harbingers of change. This session will give participants some ways to help people transition through that change.

How Does It Look?

Next, participants will look at some different ways to present their strategic plan. Infographics, reports, and presentations will all be discussed.

Getting There

This session will explore what problems can occur during the strategic planning process and how to deal with them. Security considerations will also be discussed. The session will wrap up with an introduction to strategy maps and balanced scorecards.

Mocking Up the Process

The course will conclude with an in-depth capping exercise to help participants apply what they have learned to either their organization or a fictional company.