



Strategic Planning

Description: This two-day strategic planning courseware is ideal for students who are ready to approach strategic planning for the first, second, or even the tenth time. We've designed a comprehensive approach so that they learn and develop skills with defining the company values, creating a vision, and setting the mission. They will go on to complete SWOT analyses properly, set meaningful goals, assign accountabilities, predict and solve problems, make decisions, cope with change, and more.

Session One: Course Overview

Session Two: Understanding Strategic Planning

- What it Does
- Small Group Discussion
- Pyramid Structure

Session Three: Identifying Our Values

- Pre-Assignment Review
- Creating Value Statements

Session Four: Designing Our Vision

- The Vision Process
- Defining Your Vision

Session Five: On a Mission

- Defining Your Mission Statement
- Designing a Mission Statement

Session Six: Performing a SWOT Analysis

- What is a SWOT Analysis?
- Individual Analyses
- SWOT Ratings

Session Seven: Setting Goals

- Fitting into the Plan
- Goals with SPIRIT
- Getting Into It

Session Eight: Assigning Roles, Responsibilities, and Accountabilities

- Who Does What and When?
- Establishing Priorities
- Problem Solving in Action

Session Nine: The Full Picture

- Strategic Planning Snapshot
- Skill Development
- Question Period

Session Ten: Gathering Support

- Who Reviews the Plan and How
- Putting It Into Practice

Session Eleven: Making the Change

- Getting Ready
- The Three Phases
- Insights
- Control and Change

Session Twelve: How Does It Look?

- Presenting Your Ideas
- Creative Considerations

Session Thirteen: Getting There

- Planning for Problems
- Making it Great
- Sample Strategy Map
- Sample Balanced Scorecard



Session Fourteen: Mocking Up the Process

- Recommended Reading List
- Post-Course Assessment
- Pre- and Post-Assessment Answer Keys
- Personal Action Plan

