

Strategic Planning

A strategic plan provides a company with a blueprint for what it wants to achieve.

This two-day training course includes sessions that teach concepts and skills such as: determining the values that support a company, defining a company's vision, writing a mission statement, undertaking a meaningful SWOT analysis, as well as how to implement, evaluate, and review a strategic plan.

Course outline

Session One: Course Overview

Putting It Into Practice

Session Two: Understanding Strategic Planning

What it Does
Making Connections
Pyramid Structure

Session Eleven: Making the Change

Getting Ready
The Three Phases
Insights
Control and Change

Session Three: Identifying Our Values

Pre-Assignment Review
Creating Value Statements

Session Twelve: How Does It Look?

Presenting Your Ideas
Creative Considerations

Session Four: Designing Our Vision

The Vision Process
Defining Your Vision

Session Thirteen: Getting There

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

Session Five: On a Mission

Defining Your Mission Statement
Designing a Mission Statement

Session Fourteen: Mocking Up the Process

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

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

Session Ten: Gathering Support

Who Reviews the Plan and How