

Strategic Planning - 2 Day

Dreaming a New Dream

Course Description: This two-day course is a road map on ways executives can strategically align each department with the mission and vision of the organization. *Strategic Planning* will focus on creating and implementing plans that reinforce new goals and visions, as well as support goals which have been inherited. This course will identify a process with strong emphasis on the behaviors and performance needed to successfully fulfill the plan. Participants will learn how to break down the plan into bite size steps for faster implementation and delegation.

Course Objectives:

Objective 1: Discuss ten benefits of strategic planning

- Convince others to participate and help design the strategic plan
- Examine why people resist strategic planning
- Analyze the handling and confronting of fear
- Identify communication ideas
- Describe the strategic planning process
- Examine the three phases of strategic planning
- Predict resources needed to fulfill the plan
- Map and organize strategic goals



face-to-face



virtual
instructor-led

Objective 2: Formulate phase #1, Creating a Strategy

- Discuss preparing to plan
- Create a code for the strategic planning meeting
- Identify the three steps in strategic dreaming
- Discuss application of strategic goals
- Analyze the issues of inheriting the strategic plan

Objective 3: Evaluate phase #2, Checking the Strategy

- Examine strategic focus, goals, and plan
- Develop a SWOT analysis
- Identify four steps to force field analysis
- Compare benefits of force field analysis
- Examine contingency plans and crisis situations
- Discuss rules for contingency planning
- Review questions for high probability planning

Objective 4: Design phase #3, Implementing the Strategy

- Convince others by kicking off the strategic plan
- Show seven keys to strategic plan implementation
- Analyze what to do when things go wrong
- Examine five key interferences to implementing the strategic plan
- Analyze alignment of management focus
- Evaluate performance gap
- Create an action plan