

Strategic Planning - 1 Day

Dreaming A New Dream

Course Description: This intensive one-day course is a road map on ways executives can strategically align each department with the mission and vision. *Strategic Planning* will focus on creating and implementing new plans that reinforce new goals and vision as well as support goals which has been inherited. This course will identify a process with strong emphasis on behaviors and performance needed to successfully fulfill the plan.

Course Objectives:

- Convince others to participate and help design the strategic plan
- Discuss ten benefits of strategic planning
- Record 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
- Formulate phase #1, *Creating a Strategy*
- Discuss preparing to plan
- Create a code for the strategic planning meeting
- Facilitate the three steps in strategic dreaming
- Discuss application of strategic goals
- Analyze the issues of inheriting the strategic plan
- Evaluate phase #2, *Checking the Strategy*
- Conduct 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
- Design phase #3, *Implementing the Strategy*
- Convince others by kicking off the strategic plan
- Show seven keys to strategic plan implementation
- Explore five key interferences to implementing the strategic plan
- Evaluate performance gap
- Create an action plan

Strategic Planning - 2 Days

Dreaming A New Dream

Course Description: This intensive two-day course is a road map on ways executives can strategically align each department with the mission and vision. *Strategic Planning* will focus on creating and implementing new plans that reinforce new goals and vision as well as support goals which has been inherited. This course will identify a process with strong emphasis on 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:

- Convince others to participate and help design the strategic plan
- Discuss ten benefits of strategic planning
- Record why people resist strategic planning
- Analyze the handling and confronting 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
- Formulate phase #1, *Creating a Strategy*
- Discuss preparing to plan
- Create a code for the strategic planning meeting
- Facilitate the three steps in strategic dreaming
- Formulate and create a mission statement
- Discuss application of strategic goals
- Analyze the issues of inheriting the strategic plan
- Evaluate phase #2, *Checking the Strategy*
- Break down strategic focus, goals, and plan
- Conduct a SWOT analysis
- Conduct 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
- 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
- Explore five key interferences to implementing the strategic plan
- Analyze alignment of management focus
- Evaluate performance gap
- Create an action plan