

Strategic Planning Skills (Tier 1)

1/2 Day

Description

This course will provide you with a process for developing a clear understanding of your business's culture, operations, and market position, while facilitating the development of a strategic blueprint for gaining the competitive advantage necessary for your business's success, now and in the future.

Prerequisites

- None

Objectives

- ✓ Prepare for the strategic planning process.
- ✓ Develop a mission statement, define a vision for your organization, and conduct an assessment of internal and external factors that influence your business.
- ✓ Apply the information you have gathered and work to apply the values of your company's mission with its vision to create a successful strategy for your business operations.
- ✓ Put the plan into action and work toward the vision. You will implement and monitor the plan to gauge its effectiveness.

Preparing for the Strategic Planning Process

- Set the Parameters for the Strategic Planning Process
- Establish a Committee
- Gather Operational Data

Initiating the Strategic Planning Process

- Develop a Mission Statement
- Develop a Vision Statement
- Assess Internal/External Environments
- Perform SWOT Analysis

Developing the Strategic Plan

- Prioritize What the Strategic Plan Will Address
- Set Goals and Objectives
- Develop Strategy for Achieving Goals
- Draft the Strategic Plan

Executing the Plan

- Assign Responsibility and Authority
- Establish a Monitoring System