

Strategic Planning Skills

- Course Length: 0.5 Day

Course Overview

This course will provide you with the skills for developing a clear understanding of your organization's current and desired state, its operations and market position. Learn how to develop a mission and vision statement for your company, after gathering the information that influences your business, from operational data to assessing internal and external factors.

Prerequisites

An understanding of business processes.

Audience

Executives, managers, consultants, and other business professionals who are responsible for strategic planning in an organization.

Course Outline

Course Introduction

4m

Lesson 1 - Preparing for the Strategic Planning Process

34m

Preparing for the Strategic Planning Process
Set the Parameters for the Strategic Planning Process
Set the Parameters
Preliminary Planning Phase
Stakeholder
Real Life Story
How to Set the Parameters for the Strategic Planning Process
Setting the Parameters for a Strategic Plan - Assessment Activity
Establish a Committee
Strategic Planning Committee
How to Establish a Committee
Establishing a Committee - Assessment Activity
Gather Operational Data
Gather Operational Data - Real Life Example
How to Gather Operational Data
Gathering Operational Data - Assessment Activity
Reflective Questions
Lesson 1 Review

Lesson 2 - Initiating the Strategic Planning Process

38m

Initiating the Strategic Planning Process
Develop a Mission Statement

Mission Statement
Core Competencies
Mission Statement - Real Life Story
How to Develop a Mission Statement
Developing a Mission Statement - Assessment Activity
Develop a Vision Statement
How to Develop a Vision Statement
Developing a Vision Statement - Assessment Activity
Assess Internal and External Environments
Environmental Scan
Trend
How to Assess Internal/External Environments
Assessing Internal/External Environments - Assessment Activity
Performing SWOT Analysis
How to Perform SWOT Analysis
Performing SWOT Analysis - Assessment Activity
Reflective Questions
Lesson 2 Review

Lesson 3 - Developing the Strategic Plan

22m

Developing the Strategic Plan
Prioritize What the Strategic Plan Will Address
Set Goals and Objectives
SMART Goals
Hierarchy of Objectives
Set Goals and Objectives - Guidelines
Set Goals and Objectives - Assessment Activity
Develop Strategy for Achieving Goals
Draft the Strategic Plan
Executive Summary
Draft the Strategic Plan - Guidelines
Draft the Strategic Plan - Assessment Activity
Reflective Questions
Lesson 3 Review

Lesson 4 - Executing the Plan

24m

Executing the Plan
Assign Responsibility and Authority
Accountability
Strategic Alignment
How to Assign Responsibility and Authority
Assigning Responsibility for the Strategic Plan - Assessment Activity
Establish a Monitoring System
Establishing a Monitoring System - Assessment Activity
Reflective Questions
Lesson 4 Review
Course Closure

Total Duration: 2h 2m