

BM-SP

STRATEGIC PLANNING

DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
2 Days	Business Introduction	Management & Soft Skills	VILT & ILT	NA

INTRODUCTION

If you and the people who work with you don't understand where the company is going, they may all develop their own priorities and actually prevent you from getting where you need to be. Part of getting everyone on board is creating a strategic plan complete with the organization's values, vision, and mission. Then, there's the challenge of bringing these principles to life in a meaningful way that people can relate to. This two-day course will help you describe what you want to do and get people where you want to go.

This two-day workshop will teach participants:

- How to identify the values that support their company
- How to define the vision for their company
- How to write a mission statement that explains what the company's purpose is
- How to complete meaningful SWOT analyses
- Tools and techniques to create a strategic plan that directs the organization from the executive to the front line
- Ways to implement, evaluate, and review a strategic plan
- How related tools, such as the strategy map and balanced scorecard, can help them develop a strategic plan

AUDIENCE PROFILE

This course is designed to introduce students to Strategic Planning there are various quality tools used in this subject that will be explored. This course is intended for people who would like to understand and utilize the concepts of strategic planning.

PREREQUISITES

There are no prerequisites for this course as it is for anyone looking to gain the knowledge and understanding of what Strategic Planning is and how to go about doing it. This course will give you the skills that you need to actively improve processes within the working space.

COURSE OBJECTIVES

- Understanding strategic planning
- Identifying our values
- Designing our vision
- Writing mission statements
- Performing a SWOT analysis
- Setting goals
- Assigning roles, responsibilities, and accountabilities
- Gathering support

- Making the change
- Presentation options (infographics, reports, etc.)
- Getting there successfully
- Plenty of case studies and practice opportunities

COURSE CONTENT

Lesson 1: Course Overview

- Learning Objectives
- Icebreaker

Lesson 2: Understanding Strategic Planning

- Explore what Strategic Planning is.
- Be Introduced to the Pyramid Strategic Plan Structure

Lesson 3: Identifying Our Values

- Participants Will Work Through the Foundation of a Strategic Plan: Value Identification and Writing Values Statements

Lesson 4: Designing Our Vision

- Identify your Vision. Participants Will Think about Where They Want their Company to be in Several Years' Time

Lesson 5: Writing Mission Statements

- The next part of the Strategic Plan is to Write a Mission Statement

Lesson 6: Performing a SWOT Analysis

- How to Use a SWOT Analysis to Identify Where They Currently are & What They Need to do to Get Where They Want to go

Lesson 7: Setting Goals

- Learn How to Use the SPIRIT Model to Frame Goals and Objectives

Lesson 8: Assigning Roles, Responsibilities & Accountabilities

- The final Piece of the Strategic Plan: Assigning who will Address Each Role and What they are Accountable For.
- Hands-on Problem-Solving Practice Through a Case Study

Lesson 9: Gathering Support

- Gathering Support for a Plan, creating a Review Process & Obtaining buy-in

Lesson 10: Making the Change

- Ways to Help People Transition Through That Change

Lesson 11: Presentation Options (Infographics, Reports etc)

- Different Ways to Present their Strategic Plan. Infographics, Reports & Presentations

Lesson 12: Getting There Successfully

- Explore what Problems can Occur During the Strategic Planning Process

Lesson 13: Case Studies & Practice Opportunities

- Concludes with an in-depth Capping Exercise to Help Participants Apply What They Have Learned

ASSOCIATED CERTIFICATIONS & EXAM

There is no exam associated with this course.