

Strategik Planning for Managers

1.5-Day Workshop

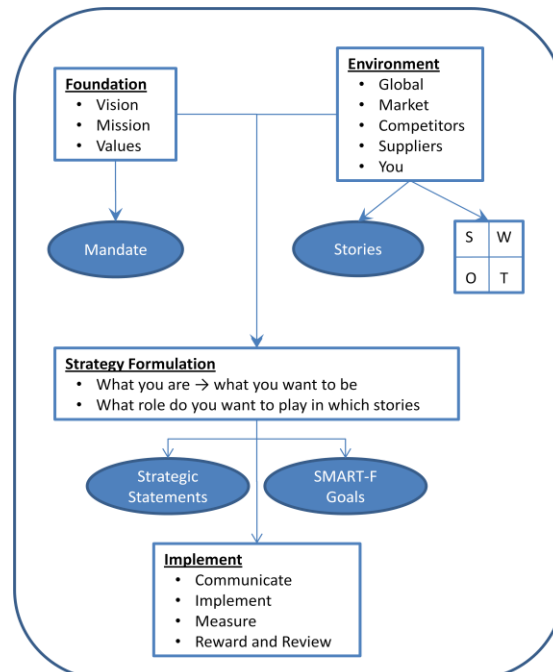
Overview:

Strategic Planning is often viewed as a bureaucratic exercise, culminating in documentation that sits on the shelf rather than driving business operations. Business leaders are typically so involved in their day-to-day operations that this type of exercise is considered a waste of time and ineffectual in helping them lead their organization. They are far too busy running the company to be bothered with planning.

Strategic Planning, however, can be a critical tool in the management of your business. Through effective planning, you can

- identify how you will exploit the opportunities present in the marketplace,
- choose the priorities on which your teams will focus their efforts, and
- prepare for unexpected shifts in market behaviour.

This workshop presents Strategic Planning as a series of steps taking you from the vision of where you want to be as a business to the implementation of the actions that will get you there, all set within the context of your environment, your partners and your customers. The process is presented according to the following progression:



Optimum Edge Workshops and Training

Workshop Content:

- Day 1:
- Part 1: Introduction to Strategic Planning
 - What is Strategic Planning
 - The Elements of a Strategic Plan
 - Part 2: Understanding the Elements of a Strategic Plan
 - Foundation: Vision, Mission, Values
 - Environmental Scan and SWOT Analysis
 - Strategy Formulation
 - Specifying Strategic Goals
- Day 2:
- Part 3: Implementing your Strategic Plan
 - Communication
 - Implementation
 - Measuring Success
 - Reward and Review
 - Part 4: Leading a Strategic Planning Exercise
 - Part 5: Questions and Practical Discussion

The workshop material will be complemented with real-world examples. Participants will also engage in a team exercise that will put into practice what they learn throughout the program.

What will you learn?

In this workshop, you will

- learn what strategic planning is, and what isn't;
- come to understand why strategic planning is useful in all aspects of business;
- learn how to build a strategic plan for your organization;
- understand how to integrate what you have learned into your business role; and,
- practice what you learn throughout the workshop in a series of team exercises.

Take-Aways:

Each participant will receive a comprehensive guide containing all of the key learning materials and providing space to take notes and complete the exercises. Templates and a set of practical aides for implementing the Strategic Planning process will also be included.

Optimum Edge Workshops and Training

Follow-up Coaching:

For participants wanting to incorporate strategic planning into their organization with the assistance of a coach/facilitator, coaching sessions can be scheduled at an additional charge.

Coaching can be performed through face-to-face encounters, through email exchanges, or via telephone. Facilitation of your planning sessions can also be arranged. Please contact us for further information.

Who Should Attend?

Business leaders who seek to exploit the benefits of strategic planning within their organizations and who wish to use this effective tool to propel them towards business success.

Your Facilitator:

A Harvard graduate with extensive strategy, planning and management experience. This facilitator has built her reputation through many years of success in business coaching in the areas of strategic planning, process management and project management.

Through her accomplished business background, she has accumulated extensive knowledge in business leadership, marketing, project management, and team leadership.