

# *Strategic Planning*

Strategic planning means systematically adapting to today's changing economic and competitive environment. Today's business leaders must develop a planning process that is both focused and flexible, that sustains a competitive advantage, while aligning with the organization's mission and meeting the changing needs of the marketplace.

## *Seminar Objectives:*

To explore current issues in strategic planning; to provide concepts and analytical skills needed to diagnose and respond to today's changing business situation. Participants will learn to align vision and goals, to coordinate goals throughout the organization, monitor and evaluate progress, build in flexibility and rapid response capabilities, and to maximize their effectiveness in staying competitive.

## *Topics:*

- ◆ An overview of the Strategic Planning Process: critical elements
- ◆ The difference between strategic planning and operational planning
- ◆ Understanding the critical relationship of the annual plan to the strategic plan
- ◆ How constituencies, vision, and corporate culture drive strategic formulation
- ◆ Conducting a situational analysis: examining internal/external factors
- ◆ Examining corporate culture issues unique to your organization
- ◆ Clarifying organizational strengths and weaknesses against the competition
- ◆ Articulating a vision and identifying priorities: filling planning gaps
- ◆ Identifying Key Results Areas and defining performance expectations
- ◆ Coordinating and supporting conflicting corporate, divisional, and departmental goals
- ◆ Selling the initiative to the organization: winning cooperation and commitment
- ◆ Implementing the strategic plan: keeping communication lines open and clear
- ◆ Measuring performance against the plan: personal and performance feedback
- ◆ The human resource element of the plan: goals and values of the new workforce
- ◆ Creative thinking, problem solving, and participative decision-making
- ◆ Software: finding the right tools for the job
- ◆ Examining Business Process Re-Engineering: what is it and when is it appropriate?
- ◆ Examining the concept of globalization: opportunities vs. threats
- ◆ Exploring strategic alliances and joint ventures in a global market
- ◆ Developing and implementing strategic marketing plans
- ◆ Financial management: a quantitative guide in the strategic planning process
- ◆ Strategic Information Systems planning