



Strategic Planning for Leaders

There's a difference between strategy and strategic planning.

Strategy is an organization's informed determination of how it aspires to position and differentiate itself. Strategic Planning is a purposeful process through which strategic intent is converted into sustainable results over sequential time horizons in order to deliver this strategy.

During this highly interactive one-day seminar, we will:

1. Helps executives understand the essence of strategy
2. Provides a framework to determine clear strategy and make the necessary tradeoffs
3. Introduces a proven process methodology for effective strategic planning
4. Allows a leadership group to explore strategic planning choices that best fit their organization and circumstances
5. Creates a forum to align around a common plan of action
6. Serves as an essential foundation for a leadership group to be ready to start a rigorous, yet expeditious strategic planning process

Agenda

Morning session:

Articulating mission and strategy
Linking strategic, functional and individual goals
Understanding your personal contribution to strategy implementation
The Strategic Planning Process
Gap analysis

Afternoon session:

Building the Strategic Plan
Customizing the process
Aligning the leadership team
Building a plan of action
Getting started

Note: Program content and schedule can be customized to meet organizational needs