

Course Outline for Strategic Planning Workshop

The Strategic Planning In-depth Training Workshop is a foundational course for those who want to learn how to make strategic decisions realistically. This course is for managers (both public, private and academic sector) who work in every organization and face challenges daily. Managers are expected to deal with problems daily and make better strategic choices in a short amount of time. This course will teach you how to perform need analysis, problem-solving, and strategic decision-making to improve your company's value.

Participants will learn how to become an innovator, a convincing player, and a strategic decision-making champion in this Strategic Planning In-depth Training Workshop. Participants will learn how to perform a SWOT study, leverage critical possibilities for strategic opportunities, and encourage risk-taking and creativity through this course. This workshop equips participants with the skills they need to bring value to their organizations and propel their teams forward.

Learning Outcomes:

- Make well-informed strategic decisions
- Motivate and lead the team to greater preparedness and competitiveness
- Bring value to the company by applying creative analysis.
- Determine the potential plan of action by understanding the wishes and desires of your clients and stakeholders.
- Anticipate and develop plans to link strategic vision with core competencies.
- Recognize and form competitive partnerships to control others.
- Recognize the strengths and vulnerabilities of your team using strategic analysis.
- At all stages, encourage and promote taking risks and innovating.
- Improve your ability to persuade others to buy into your strategic ideas.

Course Outline

Day 1: The Strategic Planning Process: Preparation	Day 2: Getting the Process of Strategic Planning Started
<ul style="list-style-type: none"> • Establish the parameters for the strategic planning process. • Configure the parameters • Interested parties • How to Define the Process Parameters for Strategic Planning • Setting the Parameters for a Strategic Plan - Evaluation • Create a Committee • Committee on Strategic Planning • How Do I Form a Committee? • Creating a Committee - Evaluation Activity • Obtain operational information 	<ul style="list-style-type: none"> • Statement of Intent • Core Capabilities • How to Write a Mission Statement • Assessment Activity: Creating a Mission Statement • Create a mission statement. • What Is a Vision Statement and How Do I Make One? • Examine both the internal and external environments. • Scan of the Environment • Internal/External Environments: How to Assess Them • Conducting a SWOT Analysis

<ul style="list-style-type: none"> • Real-Life Example of Gathering Operational Data • How to Collect Operational Information • Assessment Activity: Gathering Operational Data • Questions to Ponder 	<ul style="list-style-type: none"> • SWOT Analysis: How to Do It
<p>Day 3: Creating a Strategic Plan</p> <ul style="list-style-type: none"> • Prioritize the issues that the strategic plan will address. • Make a list of your goals and objectives. • SMART Objectives • Objectives in a Rank Order • Establishing Goals and Objectives - Recommendations • Develop a Goal-Achieving Strategy • Summary of the Report • Guidelines for drafting a strategic plan • Questions to Ponder • Assign Authority and Responsibility • Responsibilities • The Strategic Alignment • Assigning Responsibilities and Authority • Create a System for Monitoring 	