



Taking the *Mystery* Out of Strategic Planning

OBJECTIVES	<ol style="list-style-type: none">1. Provide a planning process that focuses on change needed for future competitiveness2. Provide a deployment process to align the activities of the work force with the plan.
COURSE SUMMARY	<ul style="list-style-type: none">• Outcomes of planning• Planning to Plan• Environmental Assessments• Implications• Assessing the organization• Developing the direction• Deploying the direction
KEY TOPICS	<ol style="list-style-type: none">1. Identifying and soliciting the key Stakeholders2. Systematic brainstorming, multi-voting3. Vision, Mission, Values, Goals, Objectives, Strategies, Actions4. Utilizing an indicator system for definition and management of the plan5. Documenting the plan
TARGET GROUP	Managers, Supervisors or anyone in a leadership role
CLASS SIZE	10-30
RECOMMENDED DURATION	2 days
PREREQUISITE	None
INSTRUCTIONAL FORMAT	Lecture interspersed with group exercises utilizing a case study of the WAWCC (Where Are We Cable Company) to practice the skills as they are learned. By the end of the session all participants will have conducted an environmental scan, developed implications, conducted some SWAT analysis, developed a Vision, Mission, Values, Objectives, Goals, and Actions.
COMPANION COURSES	Benchmarking, How Do I Know What to Measure, Policy/Strategy Deployment, Process Management Overview, Rapid Process Management, Systematic Decision Making, and Systematic Problem Solving