



Unleashing Passion and Purpose
In People and Organizations

Objectives

- Understand the benefits and challenges of strategic planning
- Determine if your organization needs a new or updated strategic plan
- Identify 5 steps in the planning process
- Recognize common pitfalls

The Path of Strategic Planning

Facilitated by Penny McDaniel

Purpose: Identify the steps, benefits and pitfalls of the Strategic Planning Process. Discover the key components of an effective plan.

Define Strategic Planning

- ◆ What it is
- ◆ Purpose
- ◆ Benefit and challenges

5 Steps in the Strategic Planning Process

- ◆ Planning the process
- ◆ How long does it take?
- ◆ What questions should we be asking?
- ◆ Who should participate?
- ◆ Environmental Scanning options
- ◆ The Five steps to a basic plan
- ◆ Should we use an outside facilitator?
- ◆ Building consensus and ownership

Implementation Strategies

- ◆ Common Pitfalls
- ◆ Gaining commitment
- ◆ Maintaining commitment
- ◆ Managing difficult situations

Resources

- ◆ Sample plans
- ◆ Books
- ◆ Website links
- ◆ Professional Facilitators

Methodology: This is a highly experiential program which combines short lectures, customized case studies, scenarios and exercises.

Length & Size: One day. Suggested class size is 24 or less.

Materials: Customized workbook

The Path of Strategic Planning

Strategic Planning helps and organization ask the questions: Who are we? What do we want? How do we get what we want? When Strategic Planning works it supports an organization in reaching its potential; when strategic planning doesn't work it can cause confusion and a loss of productivity, time and money. How can this process help your organization achieve more and how do we avoid those common pitfalls?

This workshop will help you decide if you need a plan or need to update or revise your current plan. Leaders will learn the ins and outs of the strategic planning process and the top 10 ways to ensure accountability and follow through on your plan. Participants will receive a resource guide to help them the next time they embark on a strategic planning process.