

STRATEGIC PLANNING

MAL025

COURSE DESCRIPTION

Strategic Planning is a proactive and productive, strategic planning method for organizations, departments, or teams. Learn an eight-step, strategic planning process and facilitate strategic planning by teams. IT is a logical, orderly, innovative, easy-to-learn-and-use approach to strategic planning. The process includes three phases: (1) The Strategic Plan; (2) The Tactical Plan and (3) The Operational Plan. Sequential steps guide the team through each phase.

COURSE GOAL

To enhance the participants' knowledge, skills, and abilities necessary to apply innovative planning techniques that equip his organization to achieve its potential and develop the strategic thinking that creates new possibilities in order to position his organization for future success.

COURSE OBJECTIVES

By the end of this course, participant will be able to:

- Define strategic planning and describe the common components of a strategic plan.
- Describe the role that strategic planning plays in enabling long-term success.
- Identify how strategic planning differs from other forms of organizational planning.
- Develop strategic-thinking skills in oneself and others.
- Apply the key stages of the strategic-planning process.
- Identify methods for involving stakeholders in strategy formulation and implementation.
- Describe common obstacles to strategic planning and ways to overcome these obstacles.
- Identify common obstacles to effective problem solving and decision making.
- Apply the principles of effective problem solving and decision making to real-life situations.
- Describe the seven-step model for strategic problem solving.
- Apply the strategic problem-solving model to a specific situation.
- Write a clear problem statement.
- Describe the seven-step model for strategic decision making.
- Discuss strategies and methods for involving diverse stakeholders in strategic problem solving and decision making.
- Identify more than a dozen tools/methods for strategic problem solving and decision making.
- Practice and apply at least six of the tools to the issues, challenges, or problems currently facing your organization.
- Discuss the strengths and weaknesses of each of the tools.

- Identify future opportunities for applying the tools to current and future situations, challenges, and opportunities.
- Recognize the difference between strategy formulation and strategy implementation.
- Identify methods for developing a shared vision.
- Identify the core values or guiding principles that support the shared vision and accomplish the strategic agenda.
- Conduct a SWOT analysis that enables a better understanding of the organization's internal and external environments.
- Select the key strategic issues that become the organization's strategic agenda.
- Develop action plans that move the organization toward the vision/mission.
- Deal effectively with emergent issues and an unknowable future.
- Describe the role that strategic thinking plays in the long-term success of an organization.
- Identify the competencies of strategic thinking.
- Develop a strategic issues mind-map that identifies key strategic issues facing the organization today and likely to affect it in the future.
- Develop a personal plan for adjusting current and future decisions and behavior to reflect the results of becoming more of a strategic thinker.

WHO SHOULD ATTEND

- Managers with strategic planning responsibility.
- Business unit or departmental managers.

COURSE DURATION

5 Working Days

COURSE OUTLINES

1. Fundamentals of Strategic Planning

- What is the Strategic Planning?
- What is the purpose of a strategic plan?
- Strategic Thinking
- Planning Levels
- Departmental Strategic, Budget, Operational and Tactical Plans
- Stages of Developing a Strategic Plan
- Who should be involved in developing organizational strategy?
- Exploring the Organization's Strategic-Planning Strengths
- Barriers to Implementation
- Addressing the Obstacles

2. Strategic Planning Process Basic Steps

- Step (1) - Getting started
- Step (2) - Articulating Mission, Vision, and Values
- Step (3) - Assessing the Situation
- Step (4) - Developing Strategies, Goals, and Objectives
- Step (5) - Completing the Written Plan
- Mission Statements
- The Vision Statement

3. Strategic Problem Solving and Decision Making (PSDM)

- Problems and Decisions
- Seven Breakthrough-Thinking Principles for PSDM
- The Seven Principles of Breakthrough Thinking
- Approaches to PSDM and When to Use Each Approach
- A Problem-Solving Model
- Factors That Influence the Problem-Solving Process
- Writing the Problem Statement
- The Decision-Making Process
- Involving Others

4. Tools for Strategic Problem Solving and Decision Making

- The PSDM Toolkit
- Brainstorming Principles
- Cause-Effect Diagram
- Force Field Analysis
- Is/Is Not Matrix
- Tree Diagram
- Developing Your Plan and Continuing Your Learning

5. Advanced Issues in Strategic Planning and Thinking

- The Power of a Shared Vision
- Characteristics of an Inspiring Vision
- Characteristics of Core Values
- The Forces We Face
- The SWOT Analysis
- Internal: Organizational Strengths

- Internal: Areas for Improvement
- External: Opportunities
- External: Threats
- Identifying the Strategic Agenda
- Selecting the Strategic Agenda
- Action-Planning Template
- Reactions to the Action-Planning Template
- Chaos and Complexity
- Chaos Theory and Strategic Planning

6. Developing Strategic Thinkers: Strengthening Strategic Thinking at All Organizational Levels

- Strategic Thinking and Strategy Formulation and Implementation
- Actions to Develop the Strategic-Thinking Mindset
- Developing Strategic Thinkers

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