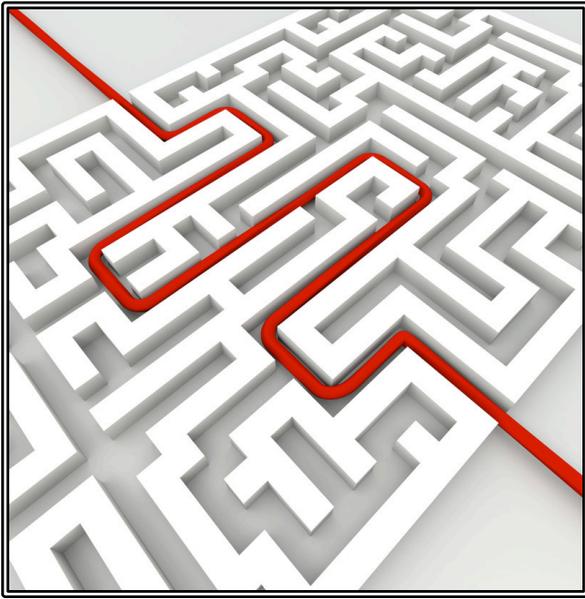


Effective Strategic Planning Techniques



How do you get the *right* programs and services ... to the *right* people ... at the *right* time ... *all* the time?

The secret begins by developing your strategic thinking skills and planning techniques needed to remain relevant to your customers.

Today's rapid-change environment makes it a real challenge to align your staff, programs, services and resources to meet the ever-changing needs of your customers. And without a coherent strategy, you never give your customers a consistent message that builds their loyalty.

Effective Strategic Planning Techniques is a two-day workshop that offers your organization both the planning techniques to gain control over your strategic direction AND the strategic thinking tools your team can use every day to adapt to change and stay on target.

Start building your strategic team

- **Think strategically when making critical decisions that affect your organization**
- **Explore different strategy approaches and select the method that best fits your needs**
- **Develop breakthrough ideas that give you a real competitive advantage**
- **Avoid the lurching and roller coaster upheavals that result from poor strategy selection and ineffective planning**
- **See a clear connection between what they do and where the organization needs to go**
- **Align your organization's resources for greater agility and maximum results**

Annual Membership Savings

Join our Annual Member Plan and receive

- ✓ **15% discount on all programs and services**
- ✓ **Free subscription to member e-newsletter**
- ✓ **Access to job aids and training tools**
- ✓ **Annual workplace learning survey report**

Contact us today for more details.

Bring this valuable workshop to your organization today!

Call us

1-614-794-1916

Email us

info@workforce-dimensions.com

Visit our website

www.workforce-dimensions.com

Program Topics

Strategic Planning – What It Is ... and Is Not

Overview of strategic planning • Why bother with strategic planning? • Managing with a strategic focus • The role of the strategic leader • Critical issues involved in strategic planning • What to include in your strategic plan

Approaches to Strategic Planning

Choosing your approach to strategic planning: Goal-Driven MBO • Scenario Planning • Strategy Mapping • Strategic Assessment (SWOT) • Appreciative Inquiry • Large Group Change • Product/Service Mapping • Agile Structures • Criteria for selecting the best strategic approach

Your Strategy Development Process

Evaluating your current strategic planning process • How strategies affect your organizational structure, programs and customers • 3 critical aspects of a successful strategic plan • Finding the right customer niche • How fast should you grow? • How to align your strategic plan with your Mission Statement, long-range goals and operational plans • Preparing a strategy map • Leveraging the resources

Developing A Strategic Thinking Mindset

Analyzing your organization's economic environment • Choosing the market position you want in the future • How strategy influences your organizational systems • Spotting patterns of change in your system • Preparing scenarios of the future • Applying strategic thinking to your marketing, financial, operational, and human resources elements • Methods for gathering strategic information

Managing the Human Side of Strategic Planning

How to assess and manage strategic agility • Who to include in your strategic planning process • How to successfully involve stakeholders in your planning process • Developing effective communications for leading a strategic initiative • Dealing with organizational resistance to change

“The timing of this program is perfect. A rewarding program with immediate personal impact and long-term company benefits”

For more information or to schedule a program call today 614-794-1916 or visit www.workforce-dimensions.com

Special Feature

This intensive two-day workshop is built around our unique *Learning Lab* design that gives you five roll-up-your-sleeves team assignments in applying the strategic thinking process to your own organization's situation. And don't worry, our skilled facilitators are at your side to coach you through each step.

Team Assignment 1: Strategic Vision and Mission

Your organization's primary purpose • Internal and external factors that affect your mission • Product/Service mix • Organizational image • How to define principal values of your organization.

Team Assignment 2: Market Environment Analysis

Describing the nature of your market • Driving forces and critical issues that affect your strategic options • Recognizing trends that affect your results • Conducting a customer/client audit • Identifying external market factors • Selecting alternative strategic approaches to your market • Building a strategy scenario

Team Assignment 3: Analyzing Your Organization's Strengths and Weaknesses

What is your organization's core competence and current competency level? • How to uncover and develop hidden or untapped capabilities • Spotting organizational performance gaps and weaknesses

Team Assignment 4: Opportunities and Risks

Which opportunities and risks present affect your programs and services? • How to match your market opportunities with your program strengths • Estimating your degree of risks

Team Assignment 5: Aligning Your Organizational Structure With Your Strategy

Avoiding key problems in structuring your organization • Criteria for sensibly organizing work to meet strategic goals • How structure and implementation can work together • Rules for dividing organizational tasks • Determining the timeframe to suit your capabilities • Translating your strategic plans into contracting, monitoring and evaluation functions • What resources will you need to achieve your strategic goals?