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## MANAGEMENT SKILLS WORKSHOP – COURSE INFORMATION

### **SUCCESSFUL STRATEGIC PLANNING**

*This workshop is for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprise  
The systems thinking approach to building a high performance business.*

- ❑ The common mistakes made in strategic planning
- ❑ Developing involvement from everyone
- ❑ How to use “backwards thinking” to develop your vision
- ❑ Turning your strategies into actions
- ❑ Fine tuning your current business model that works two, five or ten years from now.



#### **What is the Course About?**

The world of business thinking goes through fashions and styles just like anything else. Approaches come along and they are either misunderstood or not suited to the current style. Strategic planning is one of those concepts that comes in and out of favor, even though planning is one of the five basic functions of management. Mostly, people have made it more complicated than the basic idea of strategic planning seems to require. It's simple: make your action plans within the framework of an overall desired destination and strategies to get there.

In order to determine where it is going, the organization needs to know exactly where it stands, then determine where it wants to go and how it will get there. The resulting document is called the "strategic plan."

While strategic planning may be used to effectively plot a company's longer-term direction, one cannot use it to reliably forecast how the market will evolve and what issues will surface in the immediate future. Therefore, strategic innovation and tinkering with the "strategic plan" have to be a cornerstone strategy for an organization to survive the turbulent business climate.



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**The objectives of this course are:**

1. To define strategic planning and show how to organize it
2. To explain visioning, measuring and strategizing for success
3. To explain budgeting for strategic planning
4. To suggest ways to implement strategic planning

**WHO SHOULD ATTEND:** This workshop is essential for all Presidents, Vice-Presidents, Directors, Assistant-Directors, Senior Managers, Team Leaders, Supervisors, Executives, and all other key responsible staff

**DURATION:** 3 days

**SUPPLIED MATERIALS:** Participant Reference Guide, Practical Exercises, Case Studies, Role Plays, Quiz, Group Discussion, Group Project Work and Presentation, Peer Assessment, and Personality Profile Assessment, Sample Strategic Plan, Sample Strategic Plan (of an actual organisation), Strategic Planning Model, Tools to Develop a Strategic Comprehensive Strategic Plan, Tools to Develop a Creative SWOT Analysis, Strategic Planning Audit Checklist and other tools.



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## **SUCCESSFUL STRATEGIC PLANNING**

### **Contents**

#### **Part 1: Plan To Plan: The Educating And Organizing Step**

- ❑ Getting Started With Backwards Thinking
- ❑ Today's Business Climate
- ❑ Benefits Of Systems Thinking And Strategic Planning
- ❑ Identifying pitfalls and barriers to Successful Strategic Planning and how to avoid and overcome them.

#### **Part 2: Developing A Strategic Plan/Document**

- ❑ Phase A: Creating Your Ideal Future
- ❑ Understanding Business Models and leveraging on the existing Model.
- ❑ Strategic Planning Outline
- ❑ Strategic Planning Process
- ❑ Strategic Planning Tools and Approaches
- ❑ Situational Analysis
- ❑ Goals, Objectives, Targets
- ❑ Phase B: Measuring Success: Ten Or Fewer Outcomes
- ❑ Phase C: Developing And Converting Strategies To Actions
- ❑ Changes In Your Core Strategies

#### **Part 3: Plan To Implement**

- ❑ Phase D: Implementing Change Successfully
- ❑ The Leadership Steering Committee: The Key To Success
- ❑ Annual Review And Update
- ❑ Auditing a Strategic Plan