

Course Description

Strategic Planning AMS236



Overview

Strategic planning has become a must for organizations that want to succeed in the 21st century. This course will introduce the key principles involved in strategic planning and provide participants with an overview of the necessary components of an effective strategic plan. Participants will learn about how the planning process affects different organizational structures and participants in the development of a mission and vision statement.

Learning Objectives

- Understand the strategic planning process
- Identify the steps to break out of an old paradigm
- Explore culture and applied strategic planning
- Conduct a strategic planning needs assessment
- Perform a stakeholder analysis
- Formulate a mission statement
- Build a foundation using business modeling
- Conduct a SWOT analysis
- Conduct a gap analysis to identify low performance
- Integrate action plans
- Conduct contingency planning

Format

This course is highly interactive and adaptive to participant's interests and needs. A discussion approach is used and is accompanied by individual and team exercises. The coverage is practical but intense and designed to impart usable skills for each participant.

Duration

Two days

Who Should Attend

Professionals who wish to enhance skills that will lead to increased productivity and accuracy would benefit by taking this course.