

Strategic Business Planning

About the Workshop

Strategic Planning leads management in defining and achieving a vision that is ultimately linked to the customer. This workshop is based on a revolutionary systems thinking approach that will help individuals, teams, departments, and businesses of all sizes and types in a simple four-phase process to create and implement strategic planning successfully. It begins with defining the end goal or vision first and then focuses all activities toward that outcome.

Learning Objectives

Upon completion of workshop participants will be able to:

- Identify the new ways of looking at problems and opportunities
- Explore creative and analytical techniques for generating fresh possibilities
- Understand the role that values, culture, and goals have in resolving an issue successfully
- Understand and select appropriate strategies for implementing decisions

Target Audience

This workshop will appeal to a wide range of audiences and is intended for Managers.

Topics Covered

- 1. Strategic Business Planning Basics**
 - a. What is a Strategy?
 - b. Understanding the Tasks of Strategic Management
 - c. Getting started with Backwards Thinking
 - d. The Benefits of Strategic Business Planning
 - e. Common mistakes in Strategic Planning
- 2. Plan to Plan**
 - a. Questions to Consider
 - b. Developing a Practical value for your planning
 - c. Identifying Potential Barriers
- 3. The Strategic Business Planning Model**
 - a. Phase A: Creating the Ideal future
 - i. Understanding Vision, Mission and Values
 - ii. Setting Business Goals
 - iii. Assigning roles, responsibilities and accountabilities
 - b. Phase B: Measuring Success
 - i. Defining Key Success Factors
 - c. Phase C: Developing and Converting Strategies to Actions
 - i. Current State Assessment
 - ✓ SWOT Analysis
 - ✓ PEST Analysis
 - ii. Core Strategy Development
 - ✓ Identifying Changing Core Strategies
 - ✓ Identifying Continuing Core Strategies
 - iii. Annual Plans and Strategic Budgets
 - d. Phase D: Implementing Change successfully
 - i. Plan to Implement
 - ii. Organizing for Implementation
 - ✓ Strategic Planning Document
 - ✓ Ideas for Communicating the Strategic Plan
 - iii. The Leadership Steering Committee
 - ✓ Keys to Success
 - iv. Strategy Implementation and Change
 - v. Annual Strategic Review and Update

Methodology

- Learning Concepts/Presentations
- Group Activities and Discussions
- Tips and Tools
- Individual and Team Exercises
- Role Plays/Case Studies
- Educational Videos
- Action Plan to ensure Application of the Learning

Duration: 12 hours