

# Strategic Planning Skills

- Course Number: 088644
- Course Length: 0.5 Day

## Course Overview

This course will provide you with the skills for developing a clear understanding of your organization's current and desired state, its operations and market position. Learn how to develop a mission and vision statement for your company, after gathering the information that influences your business, from operational data to assessing internal and external factors.

## Prerequisites

An understanding of business processes.

## Audience

Executives, managers, consultants, and other business professionals who are responsible for strategic planning in an organization.

## Course Outline

### Course Introduction

4m

### Lesson 1 - Preparing for the Strategic Planning Process

34m

Preparing for the Strategic Planning Process  
Set the Parameters for the Strategic Planning Process  
Set the Parameters  
Preliminary Planning Phase  
Stakeholder  
Real Life Story  
How to Set the Parameters for the Strategic Planning Process  
Setting the Parameters for a Strategic Plan - Assessment Activity  
Establish a Committee  
Strategic Planning Committee  
How to Establish a Committee  
Establishing a Committee - Assessment Activity  
Gather Operational Data  
Gather Operational Data - Real Life Example  
How to Gather Operational Data  
Gathering Operational Data - Assessment Activity  
Reflective Questions  
Lesson 1 Review

### Lesson 2 - Initiating the Strategic Planning Process

38m

Initiating the Strategic Planning Process  
Develop a Mission Statement

Mission Statement  
Core Competencies  
Mission Statement - Real Life Story  
How to Develop a Mission Statement  
Developing a Mission Statement - Assessment Activity  
Develop a Vision Statement  
How to Develop a Vision Statement  
Developing a Vision Statement - Assessment Activity  
Assess Internal and External Environments  
Environmental Scan  
Trend  
How to Assess Internal/External Environments  
Assessing Internal/External Environments - Assessment Activity  
Performing SWOT Analysis  
How to Perform SWOT Analysis  
Performing SWOT Analysis - Assessment Activity  
Reflective Questions  
Lesson 2 Review

**Lesson 3 - Developing the Strategic Plan**

22m

Developing the Strategic Plan  
Prioritize What the Strategic Plan Will Address  
Set Goals and Objectives  
SMART Goals  
Hierarchy of Objectives  
Set Goals and Objectives - Guidelines  
Set Goals and Objectives - Assessment Activity  
Develop Strategy for Achieving Goals  
Draft the Strategic Plan  
Executive Summary  
Draft the Strategic Plan - Guidelines  
Draft the Strategic Plan - Assessment Activity  
Reflective Questions  
Lesson 3 Review

**Lesson 4 - Executing the Plan**

24m

Executing the Plan  
Assign Responsibility and Authority  
Accountability  
Strategic Alignment  
How to Assign Responsibility and Authority  
Assigning Responsibility for the Strategic Plan - Assessment Activity  
Establish a Monitoring System  
Establishing a Monitoring System - Assessment Activity  
Reflective Questions  
Lesson 4 Review  
Course Closure

**Total Duration: 2h 2m**