

Leadership

Strategic Planning

Course Code: LD302

Leaders and experts agree that strategic planning is a critical component of good management and governance. It helps assure that an organization remains responsive and relevant to the needs of its stakeholders, and contributes to organizational growth. Strategic planning facilitates new program development and provides a basis of monitoring progress, assessing results and evaluating its impact. It enables an organization to look into the future in a systematic way. This workshop helps the leadership team set policies and goals that will guide the organization, providing a clear focus to the management team and staff.

Learning Objectives

- Articulate the need for strategic plans
- Apply "Scenario Planning"
- Apply the 10-Step Strategic Planning Process
- Define the organization's values and future state
- Select planning process participants
- Practice external environmental scanning
- Envision the future
- Prepare a SWOT Analysis
- Identify and prioritize issues
- Develop action plans

Topics & Content

- Planning in a changing environment
- Long-term versus short-range planning
- Mintzberg's Planning Model
- The 10-Step Strategic Planning process
- SWOT analysis
- Risk analysis
- Scenario Planning technique

Course Information

Duration

1 day

Audience

Leaders and management teams that wish to develop strategic plans for their organization.

Accreditations

PMI: 7 PDUs

NASBA: 8 CPEs

Nursing: 7 CEUs

OPM: 7 CLPs

OPM Competency: Strategic Thinking



"Nice class with a good mix of lecture and group exercises. Very good introduction to strategic planning."