

# STRATEGIC PLANNING

This program explores the process of strategic planning, with focus on specific approaches to assessing current and future opportunities and creating actionable, results-driven plans to achieve short- and long-term goals. Proven methodologies and best practices for visioning, communication, stakeholder collaboration and buy-in, and change management are considered in order to make a strategic plan meaningful at all levels of the organization.

## LEARNERS WILL:

- Review the purpose of a strategic plan
- Relate strategic planning to mission, vision, and values
- Identify the characteristics and requirements of successful strategic plans, planning processes, and implementation
- Apply learnings to create the foundation of a strategic plan for their team or business unit

## WHY THIS MATTERS:

The ability to provide strategic direction for a team, business unit, or organization increases the value a leader provides. This sometimes-daunting responsibility is made manageable through the application of specific methodologies and approaches that illuminate critical details and set the foundation for achievement.

## DELIVERY OPTIONS:

**In-Person or Live-Online : 4 hours**

**See also:** Strategic Thinking; Critical Thinking; Decision Making and Problem Solving