

Strategic Planning Pro-treatsm

Consultation



A recent Gallup Poll survey cited U.S. executives consistently spend 39% of their time strategic thinking and planning. Strategic planning challenges leaders to learn from the past and assess current situations to plan for future success. During our pro-treatsm, leaders within an organization participate in an organized process to make decisions on strategies for moving forward and operating pro-actively for future success. To help with the successful implementation of the plan, quarterly reviews are held to discuss progress and results made on achieving the organization's goals.

Objectives

By completing this 10-step strategic planning process, you will:

- Collect pertinent information to analyze the state of the business in terms of: *Where are we now? Where are we going? How do we get there?*
- Summarize the organization's strengths, weaknesses, opportunities, and threats
- Identify and prioritize the top 10-12 strategic issues facing the organization
- Create or refine the organization's guiding statements: *mission, vision and values*
- Develop a strategic action plan to outline the long-term objectives, short-term goals, and steps for achieving organizational success
- Rally support and commitment for taking responsibility and accountability
- Implement and monitor your strategic plan to determine: *How are we doing?*

Format

The guiding leaders of an organization participate in a decision-making process that uses data analysis, brainstorming, and prioritizing techniques to create, refine, and monitor their strategic plan.

Ideal Size

8-24 Key Players

Length

Pro-treatsm: 1-2 day, off-site planning session

Overview: getting started, 3 hours

Agenda

1. Plan to plan
2. External analysis
3. Internal analysis
4. Strategic issues
5. Mission and vision statements
6. Philosophy Formulation
7. Strategic action plans
8. Strategic plan roll-out
9. Implement action plans
10. Monitor progress

Target Audience

Planning team of senior management and board of directors

Typical Uses

Board of directors and/or management team during annual retreats

Material Options

Deluxe: \$35 per person for a *Strategic Planning Handbook* and binder

Regular: \$10 per person for a *Strategic Planning Handbook* and handout