

Strategic Planning – Developing Winning Strategic Plans

Title of Course:	<i>Developing Winning Strategic Plans</i>	Length of Course (# of Hrs/Days):	16 Hrs /2 days
Total Price of Course:		Minimum and Maximum Number of Participants:	12-24
Price Per Participant			

Description –

Developing Winning Strategic Plans provides an in-depth view of how to write dynamic strategic plans that energize and positioned the workforce for a successful rollout and implementation. Course content includes a review of the key components of effective strategic plans, strategies on how to mobilize and engage the workforce in creating plans, techniques for gathering necessary data, developing strategic initiatives that meet or exceed customer and stakeholder requirements, applying a patented model that allows for the organization to be perfectly designed to implement all strategic initiatives, and methods to effectively communicate the strategic plan. Participants will also review best-in-class strategic plans and clearly learn the difference between those plans that make a difference and those plans that sit on the shelf. This workshop is highly interactive and experiential. Participants actually start drafting their strategic plan and start creating a strategy for engaging the entire organization upon returning to their organizations. Because of its modular nature, this workshop can be shortened, lengthened, or spread out into 4-hour blocks based upon the clients needs. Workshops can be delivered in standard form or can be carefully customized and tailored to specific client needs and cultures.

Who should take this course?

- Federal, Tribal, Government or Civilian Agency leaders and employees who will be involved in a strategic planning process.

What participants will gain:

This workshop will provide the skills, knowledge, and expertise necessary to write dynamic strategic plans that are actually implemented. Templates and tools will be provided that will enable participants to return to their organizations confident and eager to fulfill their role in strategic planning. This workshop is noted for its high impact nature in terms of knowledge retention and skill application due to it being founded upon a proven, three-phase approach to learning:

Phase 1: Workshop preparation (pre-work)

Phase 2: Workshop event (training event)

Phase 3: Workshop application (post workshop application assignments)

Course Content

Key Components of Dynamic Strategic Plans

- Identify the difference between effective plans and those that just sit on a shelf.
- Determine key content that must be included in effective strategic plans.
- Review a strategic plan template that is proven.

Strategic Planning Model and Process

- Use the holistic OSD model and process as the premier framework for strategic planning analysis and development.
- Learn the six-prong approach to strategic planning: 1) organize; 2) analyze; 3) draft; 4) refine; 5) publish; 6) communicate.

Data Gathering and Analysis

- Identify the key components and methods to data gathering and analysis.
- Conduct an environmental scan of customers, suppliers, stakeholders, trends, internal capabilities, etc.

Strategic Plan Formulation and Creation

- Creating incredible organizational focus through vision, mission, and values.
- Drafting strategic initiatives that are targeted to drive customer and stakeholder enthusiasm.
- Aligning all organizational processes, structures, and systems to the plan.
- Empowering the workforce to execute according to plan and ensuring leadership clears the path and walks the talk.

Creating Energy and Commitment to the Plan from all Employees

- Mobilizing the workforce to analyze, draft, and execute the plan.
- Using the key change management principles of education, involvement, and communication to capture the hearts, minds, and hands of the workforce.
- Identify key strategies that can be employed to ensure the plan is implemented.

Communicate, Communicate, Communicate!

- Identify a communication plan to ensure that the strategic plan is understood and positioned for execution.
- Ensure whole-brained communication techniques.