



Strategic Planning

Objectives:

By the end of this workshop, participants will be able to:

- Recognize the steps in the strategic planning process
- Identify strategic implications
- Write strategic goals and measurable objectives
- Formulate strategies and action plans



Summary

Strategic Planning instructs managers in a five-step process: envisioning the mission, performing a strategic audit, identifying strategic goals and objectives, composing an action plan, and evaluation.

The course includes exercises to improve participants' goal-setting skills, demonstration of the written format for a strategic plan, opportunities to develop a strategic plan step by step, and discuss case studies in participant's table groups.