

Fundamentals of Strategic Planning

Course Description

Course Objectives

Successful completion of this course will increase your ability to:

- Identify the elements of an effective strategic planning model
- Identify a good foundation for creating a strategic team
- Discover your strengths, weaknesses, opportunities, and threats when setting directions
- Define strategic values
- Participate in a strategic planning effort
- Avoid common pitfalls that derail strategic plans

How You Will Benefit

Starting up a new company, partaking in a major venture, or just opening a new fiscal year can bring many stress-inducing questions. Are you ready for unexpected challenges? Do you have enough time and resources to achieve goals? Do you have a long-term vision? Developing a strategy for the future takes some creative thinking and a deep understanding of the strengths and weaknesses of your organization.

This program will help your organization develop a strategic plan that is right for your needs, and will give you the tools to stick to and implement the plan effectively. As a result, you will be able to handle unforeseen problems, gain unexpected profits, be better able to analyze and weigh options, and be a visionary for the future.

Key Topics Covered

This course explores the following subjects in depth:

- Checking for organizational readiness
- Understanding basic guidelines and steps to strategic planning
- Differentiating between illusion and reality in visionary companies
- How to develop a visioning statement
- Components of SWOT analysis
- Methods for analyzing your external environment
- Extracting goals from your strategic agenda

What the Course Offers

- Interactive learning setting
- Opportunity to apply the concepts through role-play
- Thorough set of materials: Participant Guide and one-page RM Desk Reference

Length of Course - 1 day

Audience – Management Level and Above

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CONTACT US

Ouida Vendryes
President
845-291-7151
Ouida@ResolutionManagement.com
www.ResolutionManagement.com



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