

Strategic Planning

FACILITATED STRATEGIC PLANNING

**If you don't know where
you're going... you'll prob-
ably end up somewhere
else. — L.J. Peter**

It's almost a chant, "We don't have time to plan," but those who don't plan, will never have the time, and may end up *somewhere else*. **Strategic Planning** is evolving (1) from an assignment owned by consultants and staffers, to a core responsibility of the executive team and (2) from the analysis of mountains of data to focusing on current internal customers, external customers, and the market, in general.

As owners of the strategic plan, senior managers are keenly interested in it's creation and with the help of an experienced, unbiased facilitator, every executive team is capable of creating and implementing their own strategic and action plans.

**Strategic planning is the most
important thing you'll do all year.
Do it right the first time.**

Objectives

By the end of the session, participants will have reached consensus on the direction of their organization and the core elements of the strategic plan. Specifically, participants will be able to:

- ◆ Agree on and communicate the organization's mission, vision, and management philosophy;
- ◆ Interpret and use feedback information from a variety of quick and easy, do-it-yourself, assessment technologies;
- ◆ Identify specific strategic objectives to focus on throughout the year and prioritize those most productive to achieving the vision;
- ◆ Use force field analysis to identify and prioritize (1) what is driving the organization toward the vision and (2) the obstacles that are standing in the way of achieving the vision;
- ◆ Action plan to (1) remove all obstacles, (2) promote driving forces, and (3) achieve prioritized strategic objectives.



Program Content

- Strategic planning: A facilitative approach
 - ◆ Mission, vision, management philosophy
 - ◆ Assessments and debriefing
- Brainstorming, campaigning, and multi-voting vision and strategic objectives
 - ◆ Force field analysis
 - Can we actually implement this plan?
 - ◆ Action planning
- Involving middle managers and employees
 - ◆ Implementation – the hard part
 - ◆ Your role in facilitating implementation