Strategic Planning 2-Day Workshop

Brief description

This workshop provides a model for taking an organization through a strategic planning process. It covers planning to do strategic planning, the background issues that need to inform or direct the strategic planning process, and then defining the strategic framework for project or organization activities. It is this strategic framework that gives the activities coherence and direction. This course includes practical exercises to use during a strategic planning process.

Why have a workshop on strategic planning?

Strategic planning is the core of the work of an organization. Without a strategic framework you don't know where you are going or why you are going there. So, then, it doesn't really matter how you get there! This workshop offers you a way to do detail strategic planning. You can replicate the method in any organization or project that needs to do strategic planning.

Who should use this workshop?

This workshop will help you if you have had only limited experience in planning or in strategic planning. Perhaps you have not been involved in running an organization, project or department before. Or perhaps you have not been involved in the planning side of the work before. Or perhaps you have always focused on action planning and now realize how important strategic planning is. Whether strategic planning is new to you or not, you should find this workshop useful.

When will this workshop be useful?

You will find this workshop useful when:
- You need to plan strategically as well as operationally and to make a distinction between the two.
- You need some ideas to help you plan a strategic planning process.
- You begin the planning for a new project or organization.
- You feel you need to review your strategic framework.

A strategy is an overall approach, based on an understanding of the broader context in which you function, your own strengths and weaknesses, and the problem you are attempting to address. A strategy gives you a framework within which to work, it clarifies what you are trying to achieve and the approach you intend to use. It does not spell out specific activities.