



Greetings,  
Booshoo,  
Tansi,  
Bonjour!

## ***Strategic Planning -From Start to Finish***

*Failing to Plan is Planning to Fail*

### **Overview**

Poor strategic planning is worse than no strategic planning. It can be a big waste of time and money. Even worse, it can lead to disaster. Today's complex and dynamic marketplace creates an environment where any weakness in planning or implementation can have a massive impact on your organization's ability to move forward.

Over the last 50 years much has been learned about strategic planning: what works well and what doesn't work so well. Most Strategic Planning courses teach you a planning model and method. Your preparation to plan will have just as much impact on the success of your Strategic Plan as the model and method used to create the Plan. Your successful monitoring of the implementation of your Strategic Plan will have an even greater impact on the success of your Strategic Plan.

In this course, you will gain the knowledge needed to get set up for success, to execute and to monitor strategic planning initiatives for your organization based on proven techniques. This two day course provides an end-to-end process for the preparation, analysis, planning, execution, and monitoring of strategies. By working in small groups to apply strategic planning tools and techniques this course teaches you what is required to ensure your Strategic Plan flourishes.

### **Learning Outcomes and Objectives**

After Taking This Course You Will Have The Knowledge, Skill And Ability To:

- Describe the phases of a Strategic Planning initiative
- Initiate a Strategic Planning process in your organization
  
- Oversee a Strategic Planning process in your organization
- Utilize a variety of tools and techniques to prepare for the strategic planning process
- Conduct a process to develop a mission statement

- Conduct a process to develop values and or service delivery principles
- Conduct a data gathering including an assessment of internal and external factors
- Apply the information you have gathered into creating a successful strategic plan
- Put the plan into action and work toward the vision.
- You will implement and monitor the plan to gauge its effectiveness
- Support your organization during the process of formulating, executing and monitoring strategic planning initiatives for your organization based on proven analytical techniques and models

## **Topics**

Strategic Planning – an Overview

Strategic Planning Phases

Planning to Plan

Developing the Plan Context

Creating the Plan

Implementing the Plan

Monitoring and Updating the Plan

Evaluating the Strategic Plan

Building Organizational Knowledge

Case Studies

## **The Strategic Planners Toolkit**

### **Techniques**

Strategic Planning Phases

Dialogue

Monitoring

### **Tools**

Strategic Planning Framework

SWOT

Focus Groups

Surveys

### **Templates**

Strategic Planning Committee Term of reference

## Who Should Take This Workshop

The material in this workshop is of a basic to intermediate level and specifically designed for anyone involved in initiating, overseeing, planning or implementing strategic initiatives. This could be Board Chairs, Executive Directors, Team Leaders, Consultant Facilitators, Community Leaders, Team Leaders, Program Managers, Program Directors, Coordinators, Managers, Supervisors, Health Care Professionals, Community Specialists, and Concerned Citizens or any person wishing to understand the complete Strategic Planning process. No prior knowledge of strategic planning is assumed.

## Learning Facilitator

Helen Wythe is a Certified Professional Facilitator (CPF) designation through the International Association of Facilitators and a Certified Technology of Participation Facilitator (CTF) through ICA Associates. She is also a Certified One Smart World trainer and facilitator. Helen is qualified both through academic recognition and 'real world' experience.

## What's Included

- Guaranteed Small Interactive Sessions
- Specialized Manual with detailed agendas, checklists, techniques, templates, and practical examples valued at \$75.00.
- A Personal Action Plan
- Spring Forward - We encourage you to implement your learning by providing a 15 and 30 day check-in to confirm your progress.
- One of Coaching Support
- Suggested Reading List
- Personalized Certificate of Completion
- We reinforce your learning by sending you Hints from Helen, a monthly refresher on various facilitation techniques.
- Snacks and Refreshments.

## Length

This is a two day session starting at 9:00am finishing at 5:00pm with 2 scheduled 15 minute nourishment breaks and a 60 minute break for lunch.

## Course Registration Detail

- Your registration will be confirmed once payment is received.
- Participant course cancellation fee: \$50 per course.
- Participant rescheduling fee is \$25 [for each occurrence].
- Course fee is not refundable if Participant cancels within two weeks of the course.
- Participant substitutions may be made at anytime by calling or e-mailing our office.
- A confirmation letter will be mailed to you indicating workshop location, time, plus tips on how to get the most from your professional development workshop.
- Ask about our special rates – for multi-participation in one course, or several courses.

*\*We reserve the right to reschedule our workshops due to low registrations.\**

*\* Your fees will be reimbursed or registration rescheduled at no charge to you.\**

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