

BEST PRACTICES ON HOW TO CONDUCT STRATEGIC PLANNING AND PREPARE STRATEGIC ACTION PLANS

Course Outline

Understanding Strategic Planning

- Objective and Scope of the seminar
- Definition and key terminologies
- What's the Difference: Strategic, Business and Operational Planning

Learning Strategic Planning Concepts

- The Evolution of Strategy
- Schools of thoughts on Strategic Planning
- Classic Framework

Conducting Strategic Planning Activities

- Basic elements
- Participants
- Budget Planning: Initial Stage
- Conducting the Planning Process
 - Facilitated Approach
 - Strategic Planning Conference
 - Brainstorming by Management
 - Management Consulting with Experts

Developing Strategic Objectives

- Defining the Vision
- Defining the Mission
- Objective Setting
 - Internal-External Analysis
 - PEST/PESTLE
 - SWOT/SLOT Analysis
 - Other practices

Identifying your Strategic Planning Approach

- Gap Analysis
- Risk-Based Approach
- Other Approaches

Preparation of your Strategic Plan - Gap Analysis Approach

- Current Situation
- Desired Situation
- Gap Identification
- Strategic Action Plans
 - Strategic Action Plan Template
- Final Budget Adjustment

Preparation of your Strategic Plan - Risk Based Approach

- Risks Terminologies
- Risk Identification
- Risk Assessment
 - Evaluation
 - Prioritization
- Strategic Risk Model
- Strategic Action Plans
 - Risk Treatment
 - Strategic Action Plan Worksheet
 - Strategic Plan Roadmap
- Final Budget Adjustment

Case Exercise – The CGBP Furniture Company Case